HAASE BRUCE N Form 4 April 29, 2011

FORM 4

OMB APPROVAL

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington D.C. 20549

OMB Number: 3235-0287

Check this box if no longer subject to Section 16. Form 4 or Washington, D.C. 20549

Expires: January 31, 2005

Section 16. Form 4 or Form 5 obligations STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

obligations may continue.

See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * HAASE BRUCE N			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			CHOICE HOTELS INTERNATIONAL INC /DE [CHH]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	Director 10% Owner X Officer (give title Other (specify			
10750 COLUMBIA PIKE			(Month/Day/Year) 02/28/2011	below) Executive Vice President			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person			
SILVER SPRING, MD 20901				Form filed by More than One Reporting Person			

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	Secui	rities Acquii	ed, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired (A) Transactiomr Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	02/28/2011		Code V M	Amount 12,600	(D)	Price \$ 10.5825	68,220.6	D	
Common Stock	02/28/2011		S <u>(1)</u>	12,600	D	\$ 39.1705 (2)	55,620.6	D	
Common Stock	02/28/2011		M	2,400	A	\$ 10.1975	58,020.6	D	
Common Stock	02/28/2011		S <u>(1)</u>	2,400	D	\$ 39.1705 (2)	55,620.6	D	
	03/04/2011		M	4,900	A		60,520.6	D	

Edgar Filing: HAASE BRUCE N - Form 4

Common Stock					\$ 10.1975			
Common Stock	03/04/2011	M	2,100	A	\$ 10.5825	62,620.6	D	
Common Stock	04/25/2011	M	100	A	\$ 10.1975	59,124.4	D	
Common Stock	04/25/2011	S(1)	100	D	\$ 40	59,024.4	D	
Common Stock	04/27/2011	M	12,200	A	\$ 10.1975	71,224.4	D	
Common Stock	04/27/2011	S <u>(1)</u>	12,200	D	\$ 40.0193	59,024.4	D	
Common Stock						1,645	I	401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	Secur Secur Acqu or Di (D)	rities tired (A) sposed of :. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option	\$ 10.5825	02/28/2011		M		12,600	<u>(4)</u>	02/07/2012	Common Stock	12,600
Employee Stock Option	\$ 10.1975	02/28/2011		M		2,400	<u>(4)</u>	02/10/2013	Common Stock	2,400
Employee Stock Option	\$ 10.1975	03/04/2011		M		4,900	<u>(4)</u>	02/10/2013	Common Stock	4,900
	\$ 10.5825	03/04/2011		M		2,100	<u>(4)</u>	02/07/2012		2,100

(9-02)

Edgar Filing: HAASE BRUCE N - Form 4

Employee Stock Option							Common Stock	
Employee Stock Option	\$ 10.1975	04/25/2011	M	100	<u>(4)</u>	02/10/2013	Common Stock	100
Employee Stock	\$ 10.1975	04/27/2011	M	12,200	<u>(4)</u>	02/10/2013	Common Stock	12,200

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

HAASE BRUCE N 10750 COLUMBIA PIKE SILVER SPRING, MD 20901

Executive Vice President

Signatures

Bret L. Limage, attorney

in fact 04/29/2011

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 19, 2010
- (2) Average price reflects series of transactions between \$38.74 and \$39.41
- (3) Average price reflects series of transactions between \$40 and \$40.0608
- (4) Options vested in four equal annual installments beginning on the first anniversary of the grant date

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Reporting Owners 3