

Choice Hotels Let's Sleep Inn Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Choice Hotels Let's Sleep Inn Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Choice Hotels International Services Corp., Choice Hotels International, Inc., Cohn & Wolfe, Inc., HelloWorld, Inc., and their respective parent and affiliate companies, subsidiaries, franchises and agents and those prize providers and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Choice Hotels International Services Corp., One Choice Hotels Circle, Suite 400, Rockville, MD, 20850. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or LinkedIn. You understand that you are providing your information and entry to Sponsor and not to Twitter or LinkedIn. Please direct any questions or comments regarding this Sweepstakes to Sponsor.

3. Timing: The Sweepstakes begins on September 29, 2015 at 12:00 a.m. Eastern Time ("ET") and ends on November 6, 2015 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.LetsSleepInn.com and follow the links and instructions to complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into the Sweepstakes. Limit: You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

Special Offer: If you opt-in to receive marketing emails from the Choice Privileges rewards program, you'll receive one thousand (1,000) bonus points in the Choice Privileges program. However, this is not required to enter the Sweepstakes.

Bonus Sweepstakes Entries: There are two (2) ways to earn bonus Sweepstakes entries, as outlined below.

- a. **Twitter:** You may click on the tweet button to tweet about the Sweepstakes. You will receive one (1) bonus entry into the Sweepstakes each time you click the tweet button, and you may perform this action one (1) time per day during the Promotion Period. Any tweet must contain the hashtag #LetsSleepInnSweepstakes.

- b. LinkedIn:** You may click on the LinkedIn share button to share the Sweepstakes on LinkedIn. You will receive one (1) entry into the Sweepstakes and may perform this action one (1) time per day during the Promotion Period. Any post/share on LinkedIn must contain the language #LetsSleepInnSweepstakes.

Total Limit for Bonus Entries: A TOTAL of two (2) bonus Sweepstakes entries per day during the Promotion Period via Twitter, and LinkedIn, as described above.

By posting your Twitter or LinkedIn message, you agree that it conforms to the content restrictions below and that Sponsor, in its sole discretion, may remove your Twitter or LinkedIn message and disqualify you from the Sweepstakes if it believes your Twitter or LinkedIn message fails to conform. In order for your bonus entry to be valid, your Twitter and/or LinkedIn profile must be public and thus viewable by the Sponsor and its agents.

Content Restrictions:

- The Twitter or LinkedIn message must not include any private information of a third party such as name, address, phone number, or email address;
- If a Twitter or LinkedIn message includes the image of a child under the age of 13, the Photo/Video must also include an image of his/her parent/legal guardian;
- The Twitter or LinkedIn message must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Twitter or LinkedIn message must not feature brand names or trademarks other than those owned by Choice Hotels, which entrant has a limited license to use to create and upload a message in this Sweepstakes;
- The Twitter or LinkedIn message must not disparage Sponsor, Administrator, Choice Hotels or any other person or party affiliated with the promotion and administration of this Sweepstakes;
- The Twitter or LinkedIn message must be entrant's own work;
- The Twitter or LinkedIn message must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Twitter or LinkedIn message must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Twitter or LinkedIn message must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Twitter or LinkedIn message is created.

Posting a Twitter or LinkedIn message constitutes entrant's consent to give Sponsor and Choice Hotels a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Twitter or LinkedIn messages in whole or in part, on a worldwide basis, in any form, media or on any technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees, including Choice Hotels, to make use of the non-exclusive rights entrant is granting to use the Twitter or LinkedIn message. Sponsor is not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected Twitter or LinkedIn messages, which are disqualified.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around November 9, 2015. The potential winners will be notified by email, mail or phone. Except where prohibited, the potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state

of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: A one-of-a-kind Dream Better Here® prize pack (all items in prize pack are determined by Sponsor in its sole discretion) and a trip for two (2) to a city near winner's choice of any Sleep Inn Designed to Dream hotels in the United States (<https://www.choicehotels.com/sleep-inn/designed-to-dream-sitemap>). Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to a city near winner's choice of any Sleep Inn Designed to Dream hotels in the United States; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); and concierge / errands run for one (1) day (includes hiring a person to run errands, amount covered in errands not to exceed \$500). Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Approximate Retail Value ("ARV") of Grand Prize: \$4,500. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. **Five (5) FIRST PRIZES:** Twenty thousand (20,000) Choice Privileges points per winner that can be redeemed for free nights, gift cards and more. A Choice Privileges account is free and can be set up by visiting https://www.choicehotels.com/choice-privileges/account/enroll?appl_group=LTSLPINN. ARV: \$100. Total ARV of all prizes: \$5,000.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. **Limit:** one (1) prize per person.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Choice Hotels International, Inc., Cohn & Wolfe, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its designees and agents' use of winner's name, likeness, photograph, voice, prize information, opinions and/or hometown and state for promotional and advertising or other purposes, worldwide, in any media now known or hereafter devised, without limitation, and without further payment, notification or other consideration, except where prohibited by law.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.choicehotels.com/legal/privacy-policy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

13. Winner List: For a winner list, visit <http://bit.ly/1UC1IGG>. The winner list will be posted after winner confirmation is complete.

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