

Comfort 40th Anniversary Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA. VOID WHERE PROHIBITED BY LAW.

1. Eligibility: Comfort® 40th Anniversary 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, and who are Choice Privileges® members at the time of entry. Membership is free. Membership details may be reviewed at www.choiceprivileges.com. Employees, officers, and representatives of Choice Hotels International Services Corp. ("Sponsor"), Choice Hotels International, Inc., Merkle Inc. ("Administrator"), and their parent and affiliate companies 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. Sponsor's and Administrator's decisions 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., 1 Choice Hotels Circle, Suite 400 Rockville, MD 20850. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on June 4, 2021 at 12:00 a.m. Eastern Time ("ET"), ends on August 6, 2021 at 11:59 p.m. ET (the "Promotion Period") and consists of two (2) phases (each a "Phase"), as outlined below.

Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
1: "Registration" - Register for the Sweepstakes through the Sweepstakes Website	June 4, 2021	August 6, 2021
2: "Qualifying Stay" - Complete Your Qualifying Stay	July 1, 2021	July 31, 2021

Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter the Sweepstakes, as outlined below.

- A. Register for the Sweepstakes and Book/Complete a Qualifying Stay at a Comfort Property:** During the *Registration Phase*, visit <http://www.comfort40sweepstakes.com> ("Sweepstakes Website") and follow the links and instructions to complete and submit the registration form with a valid email address and your Choice Privileges member number. Then, you will be encouraged to book a Qualifying Stay (see definition below) at a Comfort property via a Qualifying Channel (see definition below) between July 1, 2021 and July 31, 2021 ("Qualifying Stay"). *You must register through the Sweepstakes Website, during the Registration Phase (before or after you complete your Qualifying Stay(s)), or you will not qualify for this Sweepstakes.* After the "Qualifying Stay" booking has been made, and you've completed that stay, during the *Qualifying Stay Phase*, you will automatically receive one (1) entry into the Sweepstakes for each night and for each night of any additional Qualifying Stay.
- i. **Qualifying Stay:** A "Qualifying Stay" is a stay that is during the month of July, 2021 at a participating hotel, booked through a qualifying channel (see Qualifying Channel, below) that is eligible to earn Choice Privileges points. Most stays are eligible to earn Choice Privileges points EXCEPT: rooms booked at rates below \$40 USD per night, certain

hotel-initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third-party online retailer including online travel agencies, wholesale packages, group tours, and stays booked using the employee discount or the friends and family discount.

- ii. **Qualifying Channel:** Members must book stays via ChoiceHotels.com, the Choice Hotels mobile app, or 800.4CHOICE. Stays directly booked through Book by Google are also eligible, if the member adds their Choice Privileges number to the reservation prior to check-in. Corporate travelers may book through their online booking tool, GDS, or with a travel agent; however, reservations booked through Egencia's Preferred Rate Program do not qualify for promotional bonus points. Choice Privileges member number must be provided upon check-in.

- B. **Enter via the Mail-in Alternate Method of Entry:** To enter without booking a Qualifying Stay, hand print your name, address, day and evening phone numbers, email address, Choice Privileges member number and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Comfort 40th Anniversary Sweepstakes," c/o Merkle Inc., P.O. Box 5010 Department 848531, Kalamazoo, MI 49003-5010. You will receive one (1) entry into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by August 6, 2021 and received by August 13, 2021. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive up to thirty-one (31) Sweepstakes entries during the Promotion Period, regardless of method or combination of methods of entry. 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. Use of any automated system to participate is prohibited and will result in disqualification. 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 an authorized account holder.

5. Grand Prize Drawing: 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 August 20, 2021. The potential winners will be notified by email, mail or phone. If a potential winner of any prize cannot be contacted, fails to provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her/their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, 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: FORTY (40) GRAND PRIZES: Forty (40) Prize winners will receive 40,000 Choice Privileges points, which will be deposited into each winner's Choice Privileges membership account. Approximate Retail Value ("ARV"): \$168.00.

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: of one (1) prize per person. Registration in the Choice Privileges rewards program is required to enter the Sweepstakes. Total ARV of all prizes: \$6,720.00.

Choice Privileges members must remain active in the program to retain the Choice Privileges points they accumulate. If a member is not active within 18 consecutive calendar months, that member will forfeit all accumulated Choice Privileges points. For additional details, see www.choiceprivileges.com.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Choice Hotels International, 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 agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), 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 and may modify 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>.

13. Winner List: For a winner list, visit <https://bit.ly/2RmuVeN>. The winner list will be posted after winner confirmation is complete.

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