

Choice Privileges Million Points Sweepstakes

Official Rules

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

1. Eligibility: Choice Privileges Million Points 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® Rewards Program members at the time of entry. Membership is free. Membership details may be reviewed at www.choiceprivileges.com. Employees of Choice Hotels International Services Corp., ("Sponsor"), 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., 915 Meeting St, Suite 600, North Bethesda, MD 20852. **Administrator:** Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on July 21, 2025 12:00 a.m. Eastern Time ("ET") and ends on October 7, 2025 at 11:59 p.m. ET (the "Promotion Period").

For the VIP Race Experience Prize and the 1 Million Choice Privileges Points Prize, there are two (2) entry periods (each an "Entry Period"), as outlined below:

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Postmark Date	Receive by Date	Approximate Drawing Date
VIP Race Experience Prize	7/21/2025	8/3/2025	8/4/2025	8/11/2025	8/12/2025
1 Million Choice Privileges Points Prize	7/21/2025	10/7/2025	10/7/2025	10/14/2025	10/21/2025

For the 100,000 Choice Privileges Points Prizes, there are eleven (11) weekly entry periods (each a "Weekly Entry Period"), as outlined below:

Weekly Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Postmark Date	Receive by Date	Approximate Drawing Date
1	7/21/2025	7/27/2025	7/28/2025	8/4/2025	10/21/2025
2	7/28/2025	8/3/2025	8/4/2025	8/11/2025	10/21/2025
3	8/4/2025	8/10/2025	8/11/2025	8/18/2025	10/21/2025
4	8/11/2025	8/17/2025	8/18/2025	8/25/2025	10/21/2025
5	8/18/2025	8/24/2025	8/25/2025	9/1/2025	10/21/2025
6	8/25/2025	8/31/2025	9/1/2025	9/8/2025	10/21/2025
7	9/1/2025	9/7/2025	9/8/2025	9/15/2025	10/21/2025
8	9/8/2025	9/14/2025	9/15/2025	9/22/2025	10/21/2025
9	9/15/2025	9/21/2025	9/22/2025	9/29/2025	10/21/2025
10	9/22/2025	9/28/2025	9/29/2025	10/6/2025	10/21/2025

11	9/29/2025	10/7/2025	10/7/2025	10/14/2025	10/21/2025
----	-----------	-----------	-----------	------------	------------

Administrator's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit <https://www.choicehotels.com/choice-privileges-sweepstakes> ("Promotion Site") and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address, and Choice Privileges® Rewards Program member number. You will then receive one (1) entry into the applicable Weekly Entry Period drawing and the 1 Million Choice Privileges Points Prize drawing. And, if you register during the VIP Race Experience Prize Entry Period, you will also be entered into the VIP Race Experience Prize drawing. Limit: Each entrant may register one (1) time during the Promotion Period.

Additional Sweepstakes Entries: After you register, you may receive up to thirty (30) additional Sweepstakes entries, as outlined below:

- a. Qualifying Stay:** One (1) entry into the applicable Weekly Entry Period drawing and the 1 Million Choice Privileges Points Prize drawing for each qualifying night's stay during the Promotion Period (you will also be entered into the VIP Race Experience Prize drawing each qualifying night's stay during the VIP Race Experience Prize Entry Period) at a participating hotel* that is eligible to earn Choice Privileges points. Generally, stays booked directly through ChoiceHotels.com, the Choice Hotels mobile app, or 800.4CHOICE are eligible EXCEPT:
- Rooms booked below certain rates
 - Reward night stays
 - Complimentary rooms
 - Rooms paid for as part of a convention or meeting
 - Rooms booked through a third party online retailer including online travel agencies, wholesale packages, group tours
 - Rooms booked using the employee discount or the friends, family and associate discount

*WoodSpring Suite properties are not currently participating.

- b. Mail-in Alternate Method:** To enter without making a qualifying night's stay, print your name, address, phone number, email address, Choice Privileges® Rewards Program member number, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Choice Privileges Million Points Sweepstakes," c/o Merkle Inc., P.O. Box 5008, Department 867036, Kalamazoo, MI 49003-5008. **You must also list out the Weekly Entry Period for which you are entering on the outside of the envelope, (e.g., "Weekly Entry Period 1").** You will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the 1 Million Choice Privileges Points Prize drawing. If your mail-in entry is received by the date required for the VIP Race Experience Prize, you will also receive one (1) Sweepstakes entry into the VIP Race Experience Prize drawing. Limit: One (1) request per envelope. All mail-in entries must be postmarked by and received by the dates listed above in Section 3. If you do not indicate a Weekly Entry Period on the outside of the envelope, your entry will be voided, and you will not receive any entries into the Sweepstakes. 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 on Additional Sweepstakes Entries: Each entrant is limited to a total of thirty (30) additional Sweepstakes entries during the Promotion Period by using any combination of entry methods outlined above.

Important: Please review your Choice Privileges® Rewards Program membership profile to ensure that it is complete and includes your real name and email address. Inaccurate information could impact your ability to win a prize.

Multiple entrants are not permitted to share the same email address or Choice Privileges® Rewards Program member number. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Choice Privileges® Rewards Program member numbers, 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 may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes and to enroll in Choice Privileges® Rewards Program. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes or enrollment into Choice Privileges® Rewards Program, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

5. Prize Drawings: Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Entry Period, on or around the dates listed above in Section 3. Non-winning Weekly Entry Period entries will carry over to any subsequent Weekly Entry Period. The potential winners will be notified by email.

The potential VIP Race Experience Prize winner (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by the Administrator within two (2) days of the date notice or attempted notice is sent, in order to claim the prize.

The 1 Million Choice Privileges Points Prize and each potential 100,000 Choice Privileges Points Prize winner (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration which must be received by the Administrator within five (5) 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, 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 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, time permitting, after which the prize will remain un-awarded.

6. Prizes:

ONE (1) VIP RACE EXPERIENCE PRIZE: Prize Package includes two (2) VIP race experience passes for St. Louis, MO on September 7, 2025, a meet and greet with NASCAR Cup Series driver, Daniel Suárez (all details determined by Sponsor in its sole discretion), two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy) for September 6, 2025 and September 7, 2025, and a \$1,000 gift card (terms and conditions apply; please visit <https://www.mastercardgiftcard.com/terms-of-use>). **Transportation and other costs are not included in prize.** Winner's guest must be eighteen (18) years of age or older as of the date of event. Winner and guest who are over the age of 18 are solely responsible for having a REAL ID compliant driver's license/ state ID or U.S. passport for domestic air travel (if applicable). By traveling and attending event, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19. Winner and travel companion are responsible for complying with any COVID-19 requirements set forth by hotel and event venue or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of the prize or elements of the prize. Forfeiture of any aspect of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. The Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for VIP race experience passes. Seating and timing to be determined in

the sole discretion of Sponsor. VIP race experience passes may be subject to Sponsor's standard rain-check policies and procedures. By accepting the VIP race experience prize, winner agrees to abide by any terms, conditions and restrictions provided by the experience pass. The Sponsor is not responsible if winner does not use VIP race experience on day of event. ARV: \$1,968.00.

ONE (1) 1 MILLION CHOICE POINTS PRIZE: The winner will receive 1,000,000 Choice Privileges points, which will be deposited into the winner's Choice Privileges membership account. ARV: \$10,300.00.

ELEVEN (11) 100,000 CHOICE PRIVILEGES POINTS PRIZES (One (1) awarded per Weekly Entry Period): Each winner will receive 100,000 Choice Privileges points, which will be deposited into each winner's Choice Privileges membership account. ARV: \$1,030.00 each.

For Points Prizes: 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, meaning they don't earn or redeem points within 18 consecutive calendar months, that member will forfeit all accumulated Choice Privileges points. For additional details, see www.choiceprivileges.com.

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. Winners will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after winner confirmation/conclusion of the Sweepstakes. Limit of one (1) prize per household. The total ARV of all available prizes in the Sweepstakes is \$23,598.00. The odds of winning the VIP Race Experience Prize and the 1 Million Choice Privileges Points Prize depend on the total number of eligible entries received during the applicable Entry Period; the odds of winning the 100,000 Choice Privileges Points Prize depend on the total number of eligible entries received during the applicable Weekly Entry Period.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, 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 any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto)

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, prize information, likeness, photograph, social handle, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

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, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes or provided by entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Sweepstakes, including but not limited to 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 to the receipt, use, inability to 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.

11. Disputes: Disputes will be resolved by Arbitration, as outlined in the Choice Privileges® Rewards Program [Rules and Regulations](#).

12. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

13. Entrant's Personal Information: Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

14. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.