

**THE CHOICE HOTELS CAPTURE THE CARIBBEAN SWEEPSTAKES
OFFICIAL RULES**

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

1. Eligibility: **Choice Hotels Capture the Caribbean Sweepstakes** (the "Sweepstakes") is open only to legal residents of the fifty (50) United States or the District of Columbia who are above the age of majority in their state of residence at the time of entry. Employees of Choice Hotels International Services, Corp., Choice Hotels International, Inc., and their parent and affiliate companies, franchisees, the immediate family (spouse, parents, siblings and children) and household members of each such employee and franchisee are not eligible. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Sweepstakes is void outside the 50 United States and the District of Columbia; in Puerto Rico and all U.S. territories and possessions; and where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. The Sweepstakes is subject to all federal, state and local laws and regulations. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, Instagram or YouTube.

2. Sponsor: Choice Hotels International Services, Corp., 1 Choice Hotels Circle, Rockville, MD 20850 ("Sponsor").

3. Timing: The Sweepstakes begins on January 30, 2018 at 12:01 a.m. Eastern Time ("ET") and ends on February 28, 2018 at 11:59 p.m. ET (the "Sweepstakes Period"). Sponsor's computer is the official time-keeping device for this Sweepstakes.

4. How to Enter: No purchase is necessary to enter or win. A purchase or payment of any kind does not increase your chances of winning. Entrants may enter the Sweepstakes in one of four ways:

- i. **Facebook Entry Method:** During the Sweepstakes Period, visit Sponsor's Facebook page at <https://www.facebook.com/choicehotels> and comment on Sponsor's timeline posts about the CHOICE HOTELS CAPTURE THE CARIBBEAN SWEEPSTAKES using the hashtags "#CapturetheCaribbean" and "#sweepstakes" and share why you deserve a Caribbean vacation. Entrants are not required to share their Sweepstakes entry on Facebook to be entered into the Sweepstakes. Entrants must have a valid Facebook account to be eligible to enter via this entry method. **You must include the hashtags "#CapturetheCaribbean" and "#sweepstakes" in your comments for your entry to be valid.**
- ii. **Twitter Entry Method:** During the Sweepstakes Period, tweet why you deserve a vacation to @ChoiceHotels using "#CaptureTheCaribbean" and "#sweepstakes" in

your tweet. Entrants can also visit Sponsor's Twitter page at <https://twitter.com/ChoiceHotels> and comment on Sponsor's posts about the CHOICE HOTELS CAPTURE THE CARIBBEAN SWEEPSTAKES sharing why you deserve a Caribbean vacation using the hashtags "#CapturetheCaribbean" and "#sweepstakes". Entrants are not required to tweet or retweet their Sweepstakes entry on Twitter to be entered into the Sweepstakes. Entrants must have a valid Twitter account to be eligible to enter via this entry method. **You must include the hashtags "#CapturetheCaribbean" and "#sweepstakes" in your comments for your entry to be valid.**

- iii. **Instagram Entry Method:** During the Sweepstakes Period, post a photo and share why you deserve a vacation to @ChoiceHotels using "#CaptureTheCaribbean" and "#Sweepstakes" in your post. Entrants can also visit Sponsor's Instagram page at <https://www.instagram.com/choicehotels/?hl=en> and comment on Sponsor's posts about the CHOICE HOTELS CAPTURE THE CARIBBEAN SWEEPSTAKES using the hashtags "#CapturetheCaribbean" and "#sweepstakes" and share why they deserve a Caribbean vacation. Entrants are not required to share their Sweepstakes entry on Instagram to be entered into the Sweepstakes. Entrants must have a valid Instagram account to be eligible to enter via this entry method. **You must include the hashtags "#CapturetheCaribbean" and "#sweepstakes" in your comments for your entry to be valid.**
- iv. **Website Entry Method:** During the Sweepstakes Period, visit the Sponsor's Sweepstakes website located at CaptureTheCaribbean.com Complete the entry form with all required information. **All required information must be completed for your entry to be valid**

NOTE: Each entry received by Sponsor during the Sweepstakes Period constitutes one "Entry" into the Sweepstakes. If your posts on Facebook, Twitter or Instagram are not visible to the public, the Sponsor may not receive your Entry. Limit: one (1) Entry per day through the traditional entry process. All Entries become property of the Sponsor. Any attempt by an entrant to obtain more than one Entry per method per day 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. Entries must also comply with the "Entry Requirements" described below. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. In the event of a dispute as to the identity of an entrant, the Entry will be deemed submitted by the authorized account holder of the email address used to enter. 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. Potential winners may be required to show proof of being the authorized account holder.

ENTRY REQUIREMENTS: Ineligible entries include those that are unresponsive, as well as those that are, in whole or in part, (i) threatening, abusive, harassing, defamatory, libelous, hateful, embarrassing to another person or entity, deceptive, obscene, invasive of another's privacy, tortious, or contains racial slurs; (ii) contain advertisements, spam, references to other products,

offers, websites, competitors; (iii) contain explicit or graphic descriptions or accounts of, sexual acts; (iv) contain email addresses, phone numbers, links to websites, physical addresses or other forms of contact information; or (v) are not within the spirit of the Sweepstakes, as determined by Sponsor in Sponsor's sole discretion ("Entry Requirements").

5. Winner Selection & Notification: Within 5 business days after the end of the Sweepstakes Period, Sponsor will randomly select one (1) potential winner from among all Entries received at Sponsor's headquarters in Rockville, MD ("Winner"). The potential Winner will be notified by Sponsor via email and/or on the social media platform where they submitted the Entry within ten (10) business days after the end of the Sweepstakes Period. Potential Winner's mailing address will also be confirmed via email at that time.

Acceptance of the prize shall constitute and signify the Winner's agreement and consent that Sponsor and its designees may use the Winner's name, city, state, likeness, entry and/or prize information in connection with the Sweepstakes for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements.

6. Prizes: One Grand Prize: One (1) potential Grand Prize Winner will receive a (4) night stay at either [Comfort Suites Seven Mile Beach](#) in a standard suite with a maximum occupancy of three people or [Comfort Suites Paradise Island](#) in a standard room with a maximum occupancy of four people (ARV \$1,400) plus airfare (ARV \$1,500), ground transportation (ARV \$250), and spending money (ARV \$500) totaling an amount of \$3,650. Approximate Retail Value ("ARV") of Grand Prize: **\$3,650**. The hotel stay prize will be awarded in the form of a hotel voucher prize that is redeemable through 12/31/2019 EXCEPT for the following blackout dates: March 1, 2018 through April 15, 2018; November 4, 2018 through November 25, 2018; and December 21, 2018 through December 31, 2018. Odds of winning depend on the number of Entries received. The hotel voucher and information packet about the Grand Prize and how to redeem will be sent to potential Winner via postal mail within two (2) weeks after verification of Winner, name, mailing address and Choice Privileges membership, if applicable. Grand Prize is subject to the terms and conditions. No transfer, substitution or cash equivalent for prize is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute the prize, in whole or in part, for a prize of equal or greater monetary value if the prize or any portion of the prize cannot be awarded, in whole or in part, as described for any reason. Prize will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. The Winner is solely responsible for all federal, state, and local taxes associated with the Grand Prize, as well as fees and expenses including, but not limited to taxes, fees, meals, gratuities, insurance, incidentals, and certain transportation, if any, arising out of, or resulting from, acceptance or use of the Grand Prize.

If a potential Winner is found to be ineligible, cannot be contacted or does not respond to Sponsor's attempts to contact potential Winner within a reasonable amount of time, or if he/she cannot or does not comply with these Official Rules, such potential Winner will be disqualified

and an alternate Grand Prize Winner may be selected via random selection from among the remaining eligible Entries received. Sponsor reserves the right to not seek an alternate potential prize Winner in the event that the individual originally selected is disqualified, at Sponsor's sole discretion.

7. Consent and Release: By receipt of the Grand Prize, or any component thereof, Winner agrees to release and hold harmless the Sponsor, Facebook, Inc., Twitter, Inc., Instagram, Inc. and any party associated with the development or administration of this Sweepstakes, and their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, franchisees, agents, representatives, successors and assigns (collectively, "Released Parties"), from any and all liability whatsoever in connection with this Sweepstakes, including without limitation legal claims, costs including but not limited to travel expenses, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction or property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, "Claims"). Except where prohibited: (i) entry into the Sweepstakes constitutes the consent of the entrant, without further compensation, to use his/her name, likeness, biographical data, and contact information for editorial, advertising, marketing, publicity, and administrative purposes by the Sponsor and/or others authorized by the Sponsor; (ii) acceptance of the Grand Prize, or any component thereof, constitutes a release by Winner of the Released Parties of any and all Claims in connection with the administration of this Sweepstakes and the use, misuse, or possession of any prize.

8. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the Winner by random drawing from among all non-suspect Entries received up to time of such action. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with 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 and void all associated Entries. 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 and other remedies (including attorneys' fees) 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. All interpretations of these Official Rules and decisions by Sponsor are final.

9. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other 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) printing, typographical, technical, computer, network or

human error which may occur in the administration of the Sweepstakes, the announcement of the prizes or in any Sweepstakes-related materials; (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 (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. The value(s) of the Prize(s) set forth above represent Sponsor's good faith determination of the approximate retail value(s) thereof; the actual fair market value(s) as ultimately determined by Sponsor are final and binding and cannot be challenged or appealed. In the event the stated approximate retail value(s) of a Prize is more than the actual fair market value of that Prize, the difference will not be awarded in cash or otherwise. No substitution or compensation will be given for any portion of the prize that is not used. RELEASED PARTIES MAKE NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, IN REGARD TO THIS SWEEPSTAKES OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

10. 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, these Official Rules, or any prize awarded shall be submitted to JAMS for binding arbitration under its rules then in effect in the State of Maryland, without resort to any form of class action, and determined by one arbitrator to be mutually agreed upon by both parties, with the parties agreeing to share equally in the arbitration costs; (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 Maryland without giving effect to any choice of law or conflict of law rules (whether of the State of Maryland or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Maryland.

11. Entrant's Personal Information: Information collected from entrant on Choice Hotels' website is subject to Sponsor's Privacy Policy, available at <https://www.choicehotels.com/legal/privacy->

[policy](#). If entering the Sweepstakes through Facebook, Twitter or Instagram, please review their privacy policies for information about their practices.

12. **Winner List:** For the name of the Winner, please send an email with the Subject line Choice Hotels Capture The Caribbean Sweepstakes to Sarah.Lee@choic-hotels.com after February 28, 2018. Should winner not respond within 7 days from the notification's date and time another winner will then be selected.

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THE CHOICE HOTELS CAPTURE THE CARIBBEAN SWEEPSTAKES
Abbreviated Rules

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Eligibility: Legal residents of 50 U.S. + DC, who are above the age of majority in their state of residence and at least eighteen (18) years old. Sponsor and affiliates, franchisees, and their employees/family/household members not eligible. Ends 11:59pm ET 2/28/18. Limit: One entry per person/day. Approximate Retail Value (“ARV”) of the Grand Prize: \$3,650. Odds of winning depend on number of eligible entries received. For complete Sweepstakes rules and details visit CaptureTheCaribbean.com. Sponsor: Choice Hotels International Services, Corp., 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850.

ABBREVIATED RULES for Online Ads – Banner

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Ends 11:59pm ET 2/28/18. US/DC, 18+. 1 entry/person/day. Additional restrictions apply. To enter, for Official Rules and prize descriptions, visit CaptureTheCaribbean.com. Sponsor: Choice Hotels Intl. Services Corp.

ABBREVIATED RULES for Online Ads – Not a Banner

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Legal residents of 50 U.S. + DC, who are above the age of majority in their state of residence and at least eighteen (18) years old. Sponsor and affiliates, franchisees, and their employees/family/household members not eligible. Begins 12:01am ET 1/30/18 and ends 11:59pm ET 2/28/18. Additional restrictions apply. To enter, for Official Rules and prize descriptions, visit CaptureTheCaribbean.com. Sponsor: Choice Hotels Intl. Services Corp.