

Comfort® College Football Sweepstakes

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VALID ONLY IN THE 50 UNITED STATES AND DISTRICT OF COLUMBIA. VOID WHERE PROHIBITED.

- 1. SPONSOR:** The Comfort® College Football Sweepstakes (“Sweepstakes”) is sponsored by Choice Hotels International Services, Corp., 1 Choice Hotels Circle, Rockville, Maryland 20850 (“Sponsor”).
- 2. ELIGIBILITY:** To enter the Sweepstakes, you must be a (i) legal resident of the 50 United States or the District of Columbia and (ii) above the age of majority in your jurisdiction of residence. Employees, officers and directors of Sponsor and its subsidiaries, and their immediate families (parents, siblings, children and spouses of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors, are ineligible to participate in this Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws and is void where prohibited.
- 3. AGREEMENT TO OFFICIAL RULES:** By participating in the Sweepstakes, entrant agrees to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Sweepstakes. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

In addition to compliance with these Official Rules, if participants enter via Twitter, they must also comply with the Twitter terms of service (<https://twitter.com/tos?lang=en>). Note that your entry via Twitter will not be considered successfully submitted if your account settings prevent Sponsor from seeing your Entry. Twitter is not a participant or sponsor of this Sweepstakes, nor does Twitter endorse, administer or promote this Sweepstakes. You are providing your information to Sponsor and not to Twitter. Any questions, comments or complaints regarding this Sweepstakes should be directed to the Sponsor, not Twitter. If you participate via your mobile phone, such activity will be subject to the charges pursuant to your wireless service provider’s rate plan. Please consult your wireless service provider for more information.

- 4. SWEEPSTAKES PERIOD:** The Sweepstakes begins on September 10, 2018 at 12:00 AM ET and ends on November 5, 2018 at 11:59 PM ET (“Sweepstakes Period”). Sponsor’s computer, or that of its designee, shall serve as the official timekeeper for the Sweepstakes.
- 5. HOW TO ENTER:** During the Sweepstakes Period, participants may enter in the following ways:
 - a. Online Entry.** Visit ComfortCFBSweepstakes.com and fill out/submit the online form by entering your name, email address, and zip code.
 - b. Twitter Answer Entry.** During the Sweepstakes Period, Sponsor will periodically tweet “*Who is your dream team to see play at the Rose Bowl? Tell us for a chance to win a trip to a 2019 Bowl Game using #ComfortCFBSweepstakes*”. Reply to one of Sponsor’s tweets stating your preferred team. The post must tag Sponsor with @ChoiceHotels and must include the

hashtag #ComfortCFBSweepstakes. Your tweet must reply to Sponsor's tweet; simply tweeting your preferred team and including the hashtag will not constitute an eligible entry. The post must comply with the "Entry Criteria" listed below.

NOTE: Limit of one (1) entry per person, per method of entry (for a total of two (2) entries per person). Entries must be received during the Sweepstakes Period to be eligible. Any use of automated, robotic, macro, programmed or similar quick-entry programs, or attempts to exceed the maximum number of entries permitted, is prohibited and will result in disqualification. In case of dispute, entries will be declared made by the authorized account holder of the e-mail address associated with the email account or Twitter account used to enter, as applicable. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor will not verify receipt of entries. Entries become property of Sponsor and will not be returned.

6. **ENTRY CRITERIA:** Ineligible entries include those that are, in whole or in part, unlawful, threatening, abusive, harassing, defamatory, libelous, hateful, embarrassing to another person or entity, deceptive, obscene, invasive of another's privacy, tortious, contain racial slurs, depict unsafe, abusive, or violent behavior, violate or infringe the rights of others including, without limitation, patent, trademark, trade secret, copyright, publicity, privacy or other proprietary rights, contain explicit or graphic descriptions or accounts of sexual acts, or are not within the spirit of the Sweepstakes, as determined by Sponsor in its sole discretion ("Entry Criteria").

7. **SELECTION AND NOTIFICATION OF THE PRIZE WINNER:** At the conclusion of the Sweepstakes Period, on or about November 6, 2018, Sponsor or its designee will randomly select one (1) potential winner from among all eligible entries received during the Sweepstakes Period, regardless of method of entry. Odds of winning depend on number of eligible entries received. THE POTENTIAL WINNER WILL BE NOTIFIED BY DIRECT MESSAGE ON TWITTER AND/OR BY EMAIL, AS APPLICABLE BASED ON METHOD OF ENTRY. POTENTIAL WINNER WILL BE REQUIRED TO RESPOND WITHIN SEVENTY-TWO (72) HOURS OF NOTIFICATION. The potential winner must follow the initial prize claim instructions included in the notification, as well as any subsequent claim instructions, or the prize will be forfeited in its entirety. Sponsor's decision as to the administration and operation of the Sweepstakes and the selection of the potential winner is final and binding in all matters related to the Sweepstakes.

The potential winner is subject to verification by Sponsor. Potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. The potential winners may be required to sign and return to Sponsor, within five (5) days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner is disqualified for any reason, Sponsor may award the prize to an alternate winner by random drawing from among all remaining eligible entries if time permits.

8. PRIZE AND APPROXIMATE RETAIL VALUES (“ARV”): One (1) winner will receive the following prize package:

- **Two (2) tickets to the Rose Bowl Game**, held on January 1, 2019 in Pasadena, California at the Rose Bowl Stadium. The tickets will include a hospitality package that includes food and beverage service prior to the game in a reserved area. ARV: \$1,951.60.
- **Roundtrip airfare for two (2) to the Rose Bowl Game.** Sponsor will cover roundtrip airfare for two (2) (i.e., winner and a guest) to and from Los Angeles International Airport in an amount not exceeding \$1,500 per person. ARV: \$3,000.
- **A three-night stay at a Comfort Inn.** The hotel stay prize will consist of a double occupancy room on Sunday, December 30, 2018 – Wednesday, January 2, 2019 at Comfort Inn Santa Monica – West Los Angeles. ARV: \$787.68.
- **One (1) \$250 transportation voucher.** ARV: \$250. The ground transportation voucher will be eligible for use with Uber, Lyft, and certain rental car providers. Details will be provided with the voucher.
- **One (1) \$500 Visa gift card.** ARV: \$500.

See “Prize Terms and Restrictions” below for further details. The maximum aggregate retail value of all prizes to be awarded is \$6,489.28. No transfer, substitution or cash equivalent for prize is allowed, except at Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, 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. Actual retail value of prize or prize components may differ from stated ARV and Sponsor will not award any difference between actual value and ARV. Actual prize value may vary depending on the location of the winner’s residence and dates of travel. Actual prize may differ from any promotional images. The Winner is solely responsible for all federal, state, and local taxes associated with the Prize.

9. PRIZE TERMS AND RESTRICTIONS: All details related to the prize, including travel details such as, but not limited to, dates of departure and return, and departure airport, will be within the sole discretion of Sponsor and are subject to availability. Blackout dates may apply to travel schedule. Winner and travel guest must both travel from major airport closest to the winner’s residence, as determined by Sponsor, in its sole discretion. If winner lives within 150 miles of destination, ground transportation may be provided instead of air transportation, at Sponsor’s sole discretion. Unless otherwise approved in advance in writing by Sponsor, travel arrangements must be made through Sponsor’s agent, on a carrier of Sponsor’s choice and trip must be taken on a date of the Sponsor’s choosing. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, baggage fees, personal charges at lodging, security fees, taxes or other expenses or incidentals are the responsibility solely of winner. Winner must comply with any applicable hotel check-in requirements, such as presentation of a major credit card.

Travel companions must be above the age of majority in their place of residence as of the date of departure (or be accompanied by their parent or legal guardian who must be the prize winner) and must travel on same itinerary and at the same time as the winner. Travel companion will be

required to sign a release before going on the trip. Any picture identification requirements associated with air travel are the winner and travel guest's responsibility. No warranty or guarantee will be given by Sponsor with respect to the prize. Any and all guarantees and warranties are subject to the manufacturers or service provider's terms and conditions, and the winner agrees to look solely to such entity for any such warranty or guarantee claim. Prize is non-transferable. No substitution, cash redemption, assignment or transfer of prize permitted, except by Sponsor, who reserves the right in its sole discretion to substitute a prize with another prize of greater or equal value. All federal, state and local taxes, if any, related to a prize are the responsibility of the individual winner. Any and all guarantees and warranties are subject to the manufacturers or service provider's terms and conditions, and the winner agrees to look solely to such entity for any such warranty or guarantee claim. Sponsor is not responsible if the scheduled activity is changed, canceled or postponed or date or location for the scheduled activity is change. Selection of travel dates/hotel/airline/seating is selected by Sponsor in its sole discretion. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes.

In the event the winner or guest engage in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that may annoy, abuse, threaten or harass any person, Sponsor reserves the right to terminate the trip early, in whole or in part, and send the winner and guest home with no further compensation. The restrictions and conditions stated herein are not all-inclusive and may be subject to additional restrictions and conditions, which may be stated in any correspondence with Sponsor or other travel documents.

10. INTELLECTUAL PROPERTY RIGHTS:

Warranty. By posting or submitting content (including but not limited to any image or video) in connection with the Sweepstakes ("Content"), each entrant warrants and represents that the Content submitted is his/her own original work created/photographed by the entrant and has not been previously published, has not won a previous prize or award, that entrant owns or otherwise controls all of the rights to the Content (including, without limitation, the rights in any photographs or other content pictured within any video or image) and that the Content submitted by entrant does not violate any law, regulation or any right of any third-party, including but not limited to rights of copyright, trademark, publicity and/or privacy.

Entrants further represent and warrant that they have obtained permission from each person whose name, image or likeness ("Likeness") is included in any Content, that such person(s) have granted them all necessary rights to use the Likeness, and that they can and will give written copies of such permissions to the Sponsor upon request. If the Content includes the Likeness of a person who is under the age of 18 or under the age of majority in his/her jurisdiction of residence, whichever is greater (a "Minor"), such grant of rights must include permission from the Minor's parent or legal guardian, authorizing the use of the Minor's Likeness on behalf of the Minor.

License. To the extent permitted by applicable law, by participating in the Sweepstakes or posting/submitting any Content, each entrant grants Sponsor the right, without limitation, to use the entrant's name, city, state, likeness, photo, and/or entry in connection with the Sweepstakes for promotional, advertising or other purposes, and to display the Content in any media now known or hereinafter developed. Entrants further agree to grant to the Sponsor a world-wide, royalty free,

non-exclusive, perpetual, irrevocable license to reproduce any submitted Content for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to assign, sub-license, use, publish, edit, adapt, modify, alter, reproduce, distribute, broadcast, display, copyright, create derivative works or otherwise exploit the Content for commercial or non-commercial use, and without compensation to the entrant. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to Sponsor. This license expressly includes the right (but not the obligation) for Sponsor to modify entries to remove any third party intellectual property.

11. PRIVACY: Information collected from entrants is subject to Sponsor's Privacy Policy, available at <https://www.choicehotels.com/legal/privacy-policy>.

12. SWEEPSTAKES CONDITIONS: By entering, each entrant agrees: (a) to be bound by these Official Rules and any other documents required by Sponsor herein and by the decisions of the Sponsor, and to waive any right to claim ambiguity in this Sweepstakes, the Official Rules or any other documents required by Sponsor herein, (b) to indemnify, defend and hold harmless Sponsor, Prize Suppliers, Twitter, and each of their respective employees, officers, directors, shareholders, representatives, agents, parent companies, affiliates, subsidiaries and agencies (collectively, "Released Parties"), from and against any and all liability, claims, losses, damages, demands, causes of action, penalties and expenses arising out of or related to any statement, action or failure to act by entrant during or in connection with his/her participation herein, the acceptance, possession, misuse or use of the prize (including any travel or activity related thereto); and/or any breach or alleged breach of these Official Rules or of any other documents required by Sponsor and, (c) not to sue and to hereby irrevocably and unconditionally release, discharge and hold harmless the Released Parties from any and all liabilities, claims and demands of any kind or nature whatsoever, in law or equity, whether known or unknown, which entrant (or entrant's successors-in-interest, heirs and/or agents) ever had, now have, or in the future may have against the Released Parties, including, but not limited to claims arising out of or related to personal injury (including death) and/or damage, theft, loss or any other harm, resulting in whole or in part, directly or indirectly, from (i) participation in the Sweepstakes or any Sweepstakes related activity, (ii) the acceptance, possession, misuse or use of the prize (including any travel or activity related thereto), (iii) the use of any of the rights granted herein, (iv) any error in the collection or retention of entry information, and (v) any typographical or other error in the printing, offering or announcement of any prize.

13. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for (i) lost, late, stolen, damaged, illegible, misdirected, or incomplete entries; (ii) typographical or system/human errors and failures which may limit an entrant's ability to participate. The Released Parties are also not responsible for any error in the collection, processing or retention of entry information. WITHOUT LIMITING THE FOREGOING, AND EXCEPT WHERE PROHIBITED BY LAW, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS 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.

14. TERMINATION/SUSPENSION/MODIFICATION OF SWEEPSTAKES: Sponsor reserves the right in its sole discretion to terminate, modify or suspend the Sweepstakes and to select the winner by

conducting a random drawing from those eligible entries received up to the time of the termination/suspension. Sponsor may also disqualify or prohibit an entrant from participating in the Sweepstakes or winning a prize in this or any other promotion conducted by Sponsor if, in its sole discretion, it determines that said entrant has violated the Official Rules or has threatened or is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

15. 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.

16. WINNERS LIST: For a complete list of prize recipients, please contact Sponsor at Choice Hotels International Services, Corp., 1 Choice Hotels Circle, Rockville, Maryland 20850, Attn.: General Counsel by no later than Friday, April 5th, 2019.

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Abbreviated Rules

NO PURCHASE NECESSARY. Promotion Period: 12:00 AM ET on 9/10/18 thru 11:59 PM ET on November 5th, 2018. Must be legal resident of 50 U.S. or D.C. and 18+. Void outside of eligible area and where prohibited by law. Two methods of entry: (i) submit online form at ComfortCFBSweepstakes.com; (ii) respond to one of Sponsor's Tweets asking *"Who is your dream team to see play at the Rose Bowl? Tell us for a chance to win a trip to a 2019 Bowl Game using #ComfortCFBSweepstakes."* Twitter entries must include #ComfortCFBSweepstakes and tag @ChoiceHotels. Limit one entry, per method, per person. See full rules for details. Prize (one winner): two tickets to the Rose Bowl Game in Pasadena, CA on 1/1/19; airfare for winner and guest (limit \$1,500/person); three-night stay at Comfort Inn Santa Monica – West Los Angeles; \$250 ground transportation voucher; \$500 Visa gift card. Total ARV of prize: \$6,489.28. Odds of winning depend on number of entries. Governed by laws of MD. Sponsor: Choice Hotels International Services, Corp. Subject to all applicable federal, state, and local laws. Additional restrictions apply; see Official Rules at: ComfortCFBSweepstakes.com