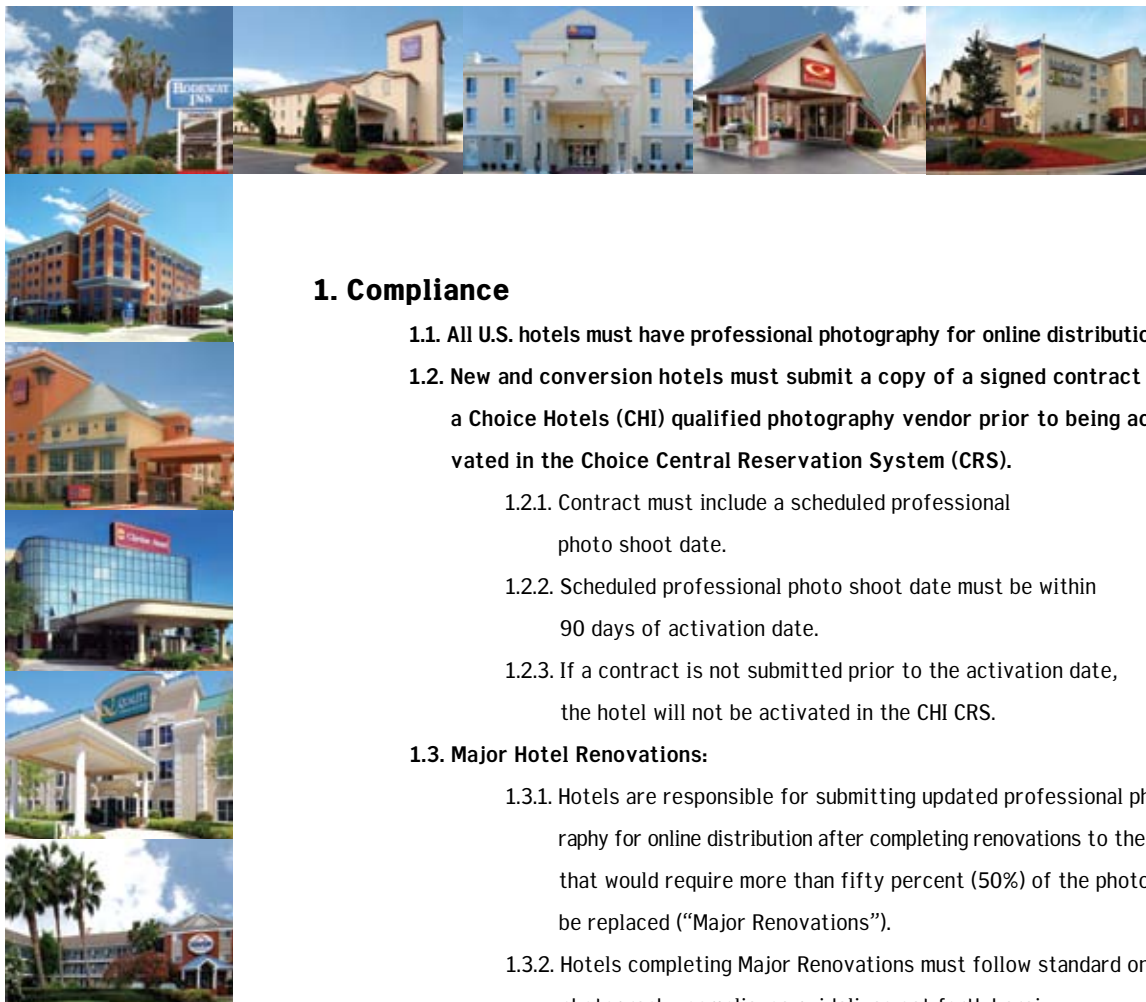


Online Brand Photography Specifications



1. Compliance

1.1. All U.S. hotels must have professional photography for online distribution.

1.2. New and conversion hotels must submit a copy of a signed contract with a Choice Hotels (CHI) qualified photography vendor prior to being activated in the Choice Central Reservation System (CRS).

1.2.1. Contract must include a scheduled professional photo shoot date.

1.2.2. Scheduled professional photo shoot date must be within 90 days of activation date.

1.2.3. If a contract is not submitted prior to the activation date, the hotel will not be activated in the CHI CRS.

1.3. Major Hotel Renovations:

1.3.1. Hotels are responsible for submitting updated professional photography for online distribution after completing renovations to the Hotel that would require more than fifty percent (50%) of the photos to be replaced (“Major Renovations”).

1.3.2. Hotels completing Major Renovations must follow standard online photography compliance guidelines set forth herein.

1.3.3. Hotel must schedule a professional photo shoot within 90 days of completing Major Renovations.

1.4. Brand Reimaging, Minor Hotel Renovations and One-off Photos:

1.4.1. Brand reimaging and minor hotel renovations may not require professional photography.

1.4.2. Hotels must submit an updated photo of any areas that include the new brand signage or the area that was renovated.

1.4.2.1. Normal online photography standards (listed below: section 3-5) must be followed.

1.4.3. CHI will review all photos to ensure online photography quality standards are met and approve on a case-by-case basis.

1.4.3.1. If photos pass quality standards, they will be used for online distribution.

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1.4.3.2. If photos fail quality standards, the hotel will have to purchase professional photography from a Choice qualified vendor areas as determined by CHI in its sole discretion.

1.4.4. Photo release authorization forms must accompany all photos.

1.5. Temporary Photos:

1.5.1. Hotels may submit temporary photos for online distribution until professional photos are received which must be no later than four (4) weeks after professional photo shoot date.

1.5.2 CHI reserves the right to refuse temporary photos in its sole discretion.

1.5.3. A signed release must accompany all temporary photos, detailing CHI's usage and rights to the photo. CHI must have complete & unlimited usage of the photography.

2. Photography Vendor

2.1. Hotels must use a qualified photography vendor.

2.1.1. List of CHI qualified photography vendors can be found on ChoiceBuys.com.

2.1.2. Photos from non-CHI qualified photography vendors will not be accepted.

2.1.3. CHI qualified vendors will submit professional photography directly to CHI within four weeks of photo shoot date.

2.1.4. If photos are not received within four weeks of photo shoot date because hotel is not cooperating with CHI qualified vendor, a default letter will be issued to the hotel, which can result in suspension and possibly termination.

3. Specifications

To comply with online photography standards requiring professional photography for online distribution, you must submit both high resolution (print) and low resolution (online) photos.

3.1. File Types:

3.1.1. JPEG (web & print)

3.2. Resolution:

3.2.1. 72 dpi for web, 300 dpi for print

3.3. Image Size:

3.3.1. Web: 7" w by 5" h (17.8 cm by 12.7 cm)/minimum 502 pixels wide

3.3.2. Print: 10" w by 8" h (25.4 cm by 20.3 cm)/minimum 3000 pixels wide

3.4. Quantity:

3.4.1. Hotels must submit a minimum of six photos.

3.5. Content:

3.5.1. Photos of all hotel features listed in the Standard Photo List (item 5 below) are mandatory.

4. Composition

4.1. Format:

4.1.1. Landscape (horizontal) format is standard.

4.1.2. Portrait (vertical) format can only be used when a horizontal format is not possible or a vertical photo significantly strengthens composition, as determined by CHI in its sole discretion; provided that photos of both vertical and horizontal photos were submitted for approval.

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4.2. Lighting:

- 4.2.1. Photos shall incorporate professional lighting and where necessary be color corrected, showing only appropriate shadows.
- 4.2.2. No under or over exposed photos will be accepted.
- 4.2.3. Night photos will be reviewed and approved by Choice on a case-by-case basis.

4.3. People:

- 4.3.1. Unless otherwise permitted by CHI, photos shall not include people.
- 4.3.2. Photos with models will be reviewed and approved by Choice on a case-by-case basis.
- 4.3.3. Model release authorization forms must accompany all photos including models.

4.4. Miscellaneous

- 4.4.1. Intent of professional photos is to showcase the property.
- 4.4.2. Signage and materials using brand logos must meet current standards.
- 4.4.3. Exterior/Interior of hotel should be clean and in good repair.
- 4.4.4. Landscaping/grounds may be included if well-maintained and in-season (i.e. no brown grass, bare trees, etc.).
- 4.4.5. Minimize distractions/obstructions in frame (both foreground and background) that detract from the composition and/or potentially date the photo.
 - 4.4.5.1. These can include but are not limited to:
 - 4.4.5.1.1. Exterior - trees, signposts, streetlights, parking lots, cars, driveways, seasonal décor, garbage cans, ashtrays, banners, promotional materials, etc.
 - 4.4.5.1.2. Interior - seasonal décor (Christmas lights, holiday decorations), media materials (rack cards, banners, point of sale materials, table tents, ads), paper products in breakfast area (forks, plates, napkins, plastic ware), dome lids on breakfast food items, garbage cans, ashtrays, plastic ice buckets and cups, and irons and ironing boards.
 - 4.4.5.1.3. Televisions & computer monitors must be turned off.
- 4.4.6. AAA Signage/Plaques:
 - 4.4.6.1. AAA signage/plaques cannot be included in photographs.

5. Standard Photo List

5.1. All items on the Standard Photo List are mandatory (if applicable), and only on-site hotel features will be filmed and accepted.

5.2. Exterior:

- 5.2.1. Exterior shots should focus on the best section of the property as determined by CHI in its sole discretion.
- 5.2.2. Entire hotel exterior does not need to be included in photo.
- 5.2.3. Brand signage is not required.
- 5.2.4. Garbage cans and ashtrays must be removed.
- 5.2.5. Landscaping must be updated and/or maintained before photo shoot.
- 5.2.6. Seasonal décor (Christmas lights, holiday decorations) must be removed.

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5.2.7. Exterior marquee signs should be off (if electronic) or blank; Choice staff reserves the right to Photoshop any signage that might date a photo.

5.3. Standard and/or Suites/Specialty room types:

5.3.1. Rooms must meet applicable brand standards (e.g. bedding) for photos of rooms to be accepted.

5.3.2. Photos of rooms that do not meet brand standards must be submitted or replaced within thirty (30) days of required implementation date.

5.3.3. MainStay Suites® & Suburban Extended Stay® properties must include a kitchen photo.

5.3.4. Plastic ice buckets and cups, and irons and ironing boards must be removed.

5.3.5. Curtains must be open.

5.4. Lobby/Interior:

5.4.1. Media materials (rack cards, banners, point of sale materials, table tents, ads, etc.) should be avoided.

5.4.2. Front desk photo is not required.

5.4.3. Seasonal décor (Christmas lights, holiday decorations) must be removed.

5.5. Breakfast:

5.5.1. Area should be fully stocked, displaying breakfast items that meet respective brand standards.

5.5.2. Food must look fresh and be displayed in a pleasing manner.

5.5.3. Dome lids and paper products like forks, plates, napkins, etc. must be removed.

5.6. Restaurant/Bar:

5.6.1. Set up restaurant/bar area as if open.

5.7. Meeting/event space (multiple):

5.7.1. Set up room/space as if a function was taking place.

5.8. Fitness room.

5.8.1. Televisions must be turned off.

5.9. Business center:

5.9.1. Media materials (rack cards, banners, point of sale materials, table tents, ads, etc.) should be avoided.

5.9.2. Computer monitors must be turned off.

5.10. Pool/Courtyard:

5.10.1. Patio furniture must be neat and in good condition.

5.10.2. Open patio umbrellas.

5.10.3. Clear pool of all debris, toys, flotation devices, etc.

5.10.4. Hot tub must be turned on.

5.11. Special features/misc.

6. Destination photos:

6.1. A Destination Photo Authorization Form must accompany all destination photos.

6.2. Destination photos (web size only) will be accepted on a limited basis at the sole discretion of CHI.