

## Super 8 Motels Captures Spirit of Travel With New Commercials

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Super 8 Motels today announced it will enhance its current See You Along the Way marketing campaign with two new television commercials that celebrate the adventures of the great American road trip.

The two 30-second spots were developed by Watson, the brands agency, based in Richmond, Va. The spots focus on the unexpected, on-the-road adventures experienced by travelers and illustrate the benefits of membership in TripRewards®, the worlds largest lodging loyalty program, based on number of hotels.

The first commercial, entitled Roadblock, highlights the fun and spontaneity of road trips and illustrates how the Super 8® brand can be an integral part of the journey by reminding consumers that somewhere between where you are and where youre going, theres a Super 8.

The second spot, Points, showcases some of the many rewards that TripRewards members can earn by staying at any Super 8 motel along their way.

The spots will be televised in rotation with some of the campaigns original commercials on broadcast networks and top-rated cable channels throughout North America. The coverage will reach every county in the United States and all 12 provinces in Canada.

In the United States, the campaign will run for 17 weeks, from mid-March until the second week in September. In Canada, the commercials will air for 32 weeks, from early February until early December.

Our new commercials were designed to capture the spirit of fun and adventure that travelers experience on their road trips, said Super 8 President John Valletta. Our hope is that travelers can easily identify with these realistic scenarios, creating a compelling emotional connection with the Super 8 brand.

Super 8 Motels Inc., founded in America's heartland in 1974, is one of the worlds largest economy lodging chains, with 2,082 motels representing 126,331 rooms throughout the United States, Canada and China.

All Super 8 motels are independently owned and operated under franchise agreements with Super 8 Motels Inc. Reservations can be made through Superline®, Super 8s toll-free reservation center at (800) 800-8000, or online at [www.super8.com](http://www.super8.com). Super 8 Motels Inc. is a subsidiary of Cendant Corporation (NYSE: CD).

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