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Cc:	Saunders, Sharron; Rob Martini
Subject:	Franchisee Fact Sheet
Date:	Tuesday, June 12, 2012 6:57:41 PM
Attachments:	Franchisee Fact Sheet_Update 06.12.12 -- final.doc

Dear Franchise Owner's and GM's,

Please see the attached Oakwood communication and share with your teams. It summarizes what we learned in Phoenix and provides some additional information too. More to come in the next couple of weeks. Thanks for your patience!

EXECUSTAY FRANCHISEE FACT SHEET

June 12, 2012

Background and Overview

- Oakwood Worldwide (Oakwood) is a privately-held, founder-led, entrepreneurial company that has been in business for more than 50 years.
- Oakwood is the corporate housing and serviced apartment industry leader with a presence in more than 55 countries and an expansive global network.
- Oakwood is committed to the ExecuStay brand and will market and sell ExecuStay as a separate offering in conformity with the franchise agreement.
- Oakwood will honor all franchise agreements and continue normal business dealings with franchisees.
- In accordance with their franchise agreements, ExecuStay franchisees will maintain exclusivity of the ExecuStay brand within their markets or territories. Oakwood will not offer ExecuStay-branded units from its own market-based offices.
- Marriott Rewards® points are available to Marriott Rewards members who stay in an ExecuStay unit. Stays in Oakwood units are not eligible for points.

Preferred Provider Overview

- Oakwood (including the ExecuStay brand) and Marriott have entered into a Preferred Provider agreement for a period of eight years.
- Oakwood Worldwide and Marriott International are mutual preferred providers, offering hotel stays to Oakwood guests and apartment housing to Marriott customers.
- Marriott will refer to Oakwood its clients who need corporate housing for 30 days or more and Oakwood will refer to the Marriott hotel portfolio its clients who need a hotel stay.
- The Oakwood and ExecuStay brands will have placement on the marriott.com home page. In the future, users requesting a stay of 30 days or more on marriott.com will be directed to a banner linking them to Oakwood & ExecuStay as the preferred provider.
- Marriott Rewards points are available to Marriott Rewards members who stay in an ExecuStay unit. Stays in Oakwood units are not eligible for points.

Integration Update

- Since the announcement of the closing of the ExecuStay acquisition on April 30, 2012, we have made significant progress on our integration plan.
- Our ongoing collaboration with Marriott on the ExecuStay transition will continue through August 2012.
- Our target integration date for systems and reservations is July 1, 2012. This will involve migrating all property information, reservations and tenancy information from Marriott systems to Oakwood systems, along with the implementation of a new Global Distribution System (GDS) and online booking provider for ExecuStay.com.

- ExecuStay and Oakwood leaders met together the week of June 4, 2012, to begin sharing best practices in key business areas such as vacancy control, booking practices and inventory and yield management.

- Sales & Marketing leaders met in mid-May to focus on integration around selling dual brands, leveraging the Marriott partnership, and marketing and pricing strategy. The result will be our go-forward strategic framework. Several leaders spent the week at the Omaha Reservations Center in late May to ensure alignment around the role of Marriott's Extended Stay Desk. Additionally, Worldwide Sales & Service Center (WSSC) associates are beginning training around how to enter ExecuStay tenancy information into their system.

Next Steps

- ExecuStay franchisees will continue to have exclusivity on the ExecuStay brand within their markets. Until further notice, if an Oakwood associate receives a request for an ExecuStay unit, they have been instructed to forward the lead to the franchisee in that market. If an ExecuStay franchisee associate receives a request to book an Oakwood apartment, they should direct that lead to Oakwood's Worldwide Sales & Service Center at 866.400.1925 or email at EBCWorldwide@Oakwood.com.

- Until further notice, continue to market, sell and fulfill leads as you have done in the past under the current operating principles. As we have new information, we will share any changes in lead flow processes, along with necessary training and systems access.

- Until further notice, continue to use current logos, collateral, stationery, business cards, email signatures and other electronic and printed materials (including those that depict the Marriott name or logo). Additional information regarding logo and collateral updates changes will be shared in July. It is our intent to minimize transition costs associated with these materials, so transition plans will be developed and communicated in advance.

- As ExecuStay and Oakwood will be updating graphic and brand standards through the end of the year, please order the minimum quantity of bulk printed materials, if you have an urgent need.

Questions?
Submit your questions to: marriott.execustay.communications@marriott.com. We will advise once we have an email box for questions through Oakwood.

EXECUSTAY® by Marriott

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