



December 7, 2012

Dear Franchisee,

We are fast approaching a key milestone. As communicated previously, please note that as of December 31, 2012, we are required to cease from using any form of the Marriott ExecuStay® or Marriott® name and brand marks on any operational and marketing materials. The exception being our ability to use Marriott Rewards® and refer to Marriott as noted in the Preferred Provider Agreement.

Over the past six months, we've made many of the necessary changes to update ExecuStay® brand marks across a variety of operational, sales and marketing platforms. This includes creating an updated ExecuStay logo and updating messaging, then applying this to corporate systems and marketing materials. Below you will find information referencing where you may locate updated marketing materials should you not have completed this transition as of yet and need to download or order materials.

We ask that you take the following immediate actions:

- Dispose of any printed materials containing the Marriott or Marriott ExecuStay brand logo
- Replace any Marriott or Marriott ExecuStay language and logos on web pages or other electronic sites, i.e., social media pages
- Purchase and revise URLs for sites that have Marriott or Marriott ExecuStay in the name
- Replace any Marriott or Marriott ExecuStay language and logo on systems that produce electronic documents, including lease agreements
- Order and begin using updated marketing & operational materials

If you need to order items, please refer to the following chart or contact [April Light](#) at 310.444.2460 with questions.

Item	Examples	Location/Access Point	URL
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Logos	<ul style="list-style-type: none"> <li>• Low resolution ExecuStay logo for use in PowerPoint</li> <li>• High resolution ExecuStay Logo for placement on t-shirts</li> </ul>	ExecuStay Live Wire  <u>Password:</u> Franchisee	<a href="http://www.execustaylivewire.com">www.execustaylivewire.com</a>
Stationary & In-Room Collateral	<ul style="list-style-type: none"> <li>• Business cards</li> <li>• Letterhead</li> <li>• Guest information guides</li> <li>• Vehicle signage</li> </ul>	RR Donnelly Custom Print Portal  <u>User ID:</u> first initial, last name 99 (ex. jsmith99) <u>Password:</u> execustay1 <u>Account:</u> Oakwood	<a href="http://custompoint.rrd.com">http://custompoint.rrd.com</a>
Promotional Materials	<ul style="list-style-type: none"> <li>• Flyers</li> <li>• Ads</li> <li>• Rack Brochures</li> </ul>	BrandWorks	<a href="http://marriottbrandworks.com/execustay.html">http://marriottbrandworks.com/execustay.html</a>

Please let me know if you have any questions.

Warmest Regards,

Suzanne Guerra DIRECTOR OF OWNER & FRANCHISE SERVICES, OAKWOOD WORLDWIDE  
202 Perry Pkwy, #8 Gaithersburg, MD 20877, U.S.A.  
direct: 240.720.3020 mobile: 301.331.8678 vcp: 867-3020

[sguerra@oakwood.com](mailto:sguerra@oakwood.com) | [oakwood.com](http://oakwood.com) | [execustay.com](http://execustay.com)

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