



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Days Inn Acclaims Top Performers at the Wyndham Hotel Group Global Conference

TORONTO, ON (September 22, 2016) – Days Inns - Canada joined delegates from across the globe last week in Las Vegas at the annual Wyndham Hotel Group Global Conference.

For Days Inns - Canada, the conference kicked off with a general session on the Monday. Irwin Prince, President & COO welcomed the 100+ hotel representatives discussing 2016 brand highlights, industry trends and a new on-site training initiative that will be executed across the country to complement the existing Days Inner Circle employee recognition program.

David Blades, VP of Operations and Ally Wesson, Director of Marketing took the stage to recognize properties from across the country for performance over the first six months of 2016. Highlights include:

- Top three scoring hotels in the service category:
Days Inn - Estevan, Saskatchewan
Days Inn & Suites - Thunder Bay, Ontario
Days Inn & Suites - Lindsay, Ontario
- Top three scoring hotels in the cleanliness category:
Days Inn - Edmonton Airport, Alberta
Days Inn - Thunder Bay North, Ontario
Days Inn & Suites - Lindsay, Ontario
- Top scoring hotel in the Wyndham Rewards enrollments category:
Days Inn - Ottawa Downtown

Among the announcements made during the three-day global conference, Days Inns Worldwide discussed a new multi-million-dollar marketing campaign. The campaign features a new brand positioning, "Bask in the Sun," which replaces the "Best Value Under the Sun" slogan that has been a mainstay of the Days Inn brand identity for what the company described as "decades."

Created by Toronto-based Giants & Gentlemen, the integrated campaign is built around four 30-second TV spots (two of which will air in Canada), with the iconic Days Inn sun logo playing a key role in each. The campaign launched in the U.S. on September 13, 2016 across TV, digital and print. The TV spots and digital elements will debut in Canada starting October 8, 2016.

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About Days Inns - Canada

Days Inns - Canada is one of the country's leading hotel chains with over 110 independently owned and operated properties and over 8,900 rooms. Its franchises cover a wide range of urban, airport and resort properties in primary and secondary markets across Canada. Every Days Inn in Canada participates in the Wyndham Rewards guest reward program. Days Inns Worldwide, Inc. is a wholly-owned subsidiary of Wyndham Hotel Group, the world's largest hotel company based on number of hotels and one of three hospitality business units of Wyndham Worldwide (NYSE: WYN) As both a leading hotel brand franchisor and hotel management services provider, the company's global portfolio consists of approximately 7,650 properties and 661,000 rooms in 70 countries. For more information about Days Inns - Canada, to make an online hotel reservation or to become a Wyndham Rewards member, visit www.daysinn.ca or call the bilingual reservations hotline at 1 800 DAYS INN (1-800-329-7466). Like us on Facebook, facebook.com/daysinncanada and follow us on Twitter, twitter.com/daysinncanada

About Realstar Hospitality

In 1992, Realstar Hotel Services Corp. acquired the master franchise rights for the Days Inn brand in Canada. Realstar Hospitality also holds the master franchise rights for two other hotel brands in Canada and is a division of Realstar Group. The international, privately held Realstar Group was founded nearly 35 years ago and has offices in Toronto, Canada and London, England. The company is a leader in the ownership and operation of multi-unit residential real estate, sports, entertainment and other community event facilities and hotels in both the limited service and full-service sectors.

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