

**PRESS RELEASE
FOR IMMEDIATE RELEASE**



Days Inn Launches New Marketing Campaign

TORONTO, ON (October 18, 2016) – Days Inns - Canada today announced the launch of an integrated media campaign to support its fall promotion designed to drive incremental value to its hotels and generate awareness for its Wyndham Rewards® loyalty program.

From now through November 28, 2016, Wyndham Rewards members who book the fall rate for two (2) or more consecutive nights at a participating hotel will receive \$10 off the Best Available Rate per night and earn 200 Wyndham Rewards bonus points per stay. The “Stay Two Nights, Save \$10 Off Best Available Rate PLUS Earn 200 bonus Wyndham Rewards Points” is available through brand direct booking channels.

To reach target audiences, the marketing campaign features a new brand positioning, “Bask in the SunSM,” 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 two 30-second TV spots, with the iconic Days Inn sun logo playing a key role in each. The TV spots and digital elements debuted in Canada on October 12, 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.

For further information, please contact:

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