

BEST WESTERN® LOW RATE, GUARANTEED! PROGRAM TERMS AND CONDITIONS

Best Western Low Rate, Guaranteed! Program (“Program”): If a consumer finds a lower published rate on the internet, excluding taxes and fees, at any Best Western branded hotel in the United States, Canada, or the Caribbean Islands than the rate published on www.bestwestern.com, Best Western International, Inc. (“Best Western”) will honor the competing rate and provide a \$100 (U.S.) Best Western Travel Card®. The Program is subject to the following terms and conditions:

- The booking must be made via www.bestwestern.com.
- The claim must be made through the Best Western Customer Care Department within twenty-four (24) hours of booking the reservation on www.bestwestern.com and must be accompanied by a valid confirmation number respecting a stay*. A consumer may make a claim by using the online Claim Form or by calling (800) 528-1238. Written claims will not be accepted. *A stay is defined as one or more consecutive nights at the same Best Western hotel. Only one check-in/check-out permitted per stay. Limit one (1) Travel Card per household per claim for any stay and only one (1) Travel Card per household during any thirty (30) day period (lower rate will be honored regardless of eligibility of Travel Card due to limitations).
- Consumer must reside in the United States, Canada, or the Caribbean Islands, and the booking must be for a Best Western branded hotel located in the United States, Canada, or the Caribbean Islands.
- Reservations booked within forty-eight (48) hours of arrival are not eligible for the Program.
- The competing rate must be for the same hotel, dates, length of stay, currency, number of guests and similar room type. Additionally, the competing rate must be publicly viewable and bookable via the internet at the time the claim is reviewed by a Best Western Customer Care Specialist. A viewable rate means that the general public can view the rate on the website. A bookable rate means that the rate is available and can be reserved online.
- Websites that require a password or login to view hotel rates and inventory are not eligible for the Program.
- Opaque rates (*i.e.*, those that do not reveal the hotel name and location until after booking, such as those available on Priceline.com and Hotwire.com) are not eligible for the Program.
- For a multiple night stay, the total cost for the stay will be evaluated in determining whether the competing rate is lower.
- The rate comparison will be conducted using the same price and/or tax policy.
- The difference between the rates when compared pursuant to these terms and conditions must be equal to or greater than U.S. \$1.00.
- Best Western Rewards® points or airline miles will be awarded based on the rate actually paid by the consumer at check-out.
- A consumer does not need to book a room on the competing website to take advantage of the Program. The consumer must only be able to prove the validity of the claim.

- Affinity, Association, Corporate, Group, Negotiated, Package (e.g. those including flight, car, etc.), and Wholesale rates are not eligible for the Program.
- Best Western's Customer Care Specialists have the sole discretion to determine the validity of a claim. In order to be valid, a claim must meet all of the Terms and Conditions contained herein.
- Upon validation of a claim, a Customer Care Specialist will send an email or other communication to the consumer, which will include the reservation confirmation number, a file tracking number for the claim, and the new rate the consumer will be charged. If a consumer does not receive a confirmation within forty-eight (48) hours of submitting the claim, the consumer may contact the Customer Care Department by phone to check the status of the claim.
- The \$100 Best Western Travel Card will be mailed after the consumer's stay is completed.
- If, for any reason, the lower rate is not honored at the hotel, the consumer must call the Customer Care Department within thirty (30) days of the conclusion of the stay and provide the file tracking number for the claim. The Customer Care Specialist will request the checkout folio from the hotel. Upon validation, the consumer will receive a refund check for the rate difference.
- Employees of Best Western International, Inc., to include its subsidiary companies, and of any Best Western branded hotel, and members of such employees family of the same residence, are not eligible

Void where prohibited by law. Best Western reserves the right to modify, alter, suspend, or terminate this Program at any time without prior notice.

Each Best Western® branded hotel is independently owned and operated.