

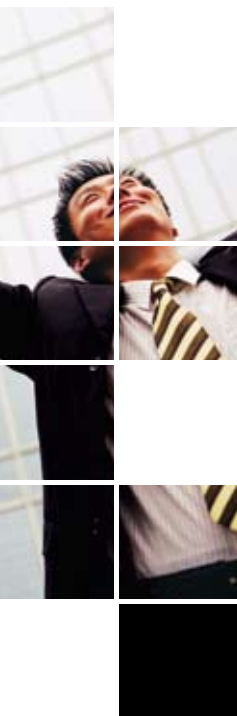


HISTORY

Super 8® began in 1974 with one modest motel in Aberdeen, South Dakota, USA, offering rooms for \$8.88 per night. More than 30 years later, Super 8 is now an international brand offering guests consistently clean rooms and friendly service at over 2000 properties across North America and China.

MARKET POSITION/BRAND PROFILE

Seen as a great value for money by consumers in North America, in China the brand offers comfortable accommodations for business and leisure travellers in key city destinations. Currently, there are 51 Super 8® properties in China, and the brand is very popular as “8” is considered a lucky number in this country!



**The availability of certain tiers is subject to local conditions and agreement.*