



2008 SUPER 8 MOTELS CANADIAN MARKETING

The 2008 "See you along the way" campaign will highlight some of the key benefits sought by our 25-54 age group target including free SuperStart® breakfast, high-speed Internet access, numerous locations and comfortable, affordable accommodations. The media campaign includes 26 weeks of coverage on popular English and French national specialty cable television networks; full regular season coverage on the Blue Jays national radio network; print advertising in provincial tourism and national professional travellers accommodation guides; and monthly exposure in the WestJet in-flight magazine.



See you along the way.®

The 2008 campaign continues to reinforce the Super 8® brand position and story in a personal, genuine and memorable tone.

Online

The 2008 online marketing plan is designed to engage our online consumer through cost effective paid search programs. Our objectives are to 1) drive customers to super8.com versus third party websites and 2) reach a greater online audience through targeted paid search strategies on search engines like Google, Yahoo, and MSN.



26 Weeks of National Television – Over 62 Million Impressions

- On English and French specialty cable networks including: TSN, RDS, Rogers SportsNet, Discovery Channel and Space
- Programming includes NHL Hockey, CFL and NFL Football, Major League Baseball, PGA Golf, International Soccer, NASCAR, Curling, Daily Planet, Prime Time Science, Star Trek Voyager, Prime Time Movies and much more.
- Commercials air during the spring and fall/winter period providing needed support during the off-peak travel seasons.
- Commercials have been adapted for Canadian use and tagged with Super8.ca.



26 Weeks of National Radio – Over 5 Million Impressions

Super 8 ads will be heard on all 28 stations of the Blue Jays national radio network and the eight-station ESPN Sunday Night baseball network.

- Multiple spots in all regular season games
- Super 8th inning sponsorship in EVERY game
- Commercials have been adapted for Canadian use and tagged with Super8.ca

High-Value Sponsorships and Promotions

The Super 8 brand continues to be involved with highly visible sponsorships and promotions including:

- Calgary Stampede
- Canadian Professional Rodeo Association, PBR
- Blue Jays Baseball
- Super 8th Inning Sponsorship
- TSN, The Turning Point



WestJet In-Flight Magazine – 16.8 Million Impressions

The Super 8 brand will advertise monthly in UP!, the WestJet in-flight magazine, to reach budget-minded business travellers and vacationers.

Provincial Accommodation and Professional Travellers Guides – 3.6 Million Impressions

The Super 8 brand is featured in select provincial accommodation guides and professional traveller's guides to reach potential customers when they are actively planning their trips.

- Ads have been adapted for Canadian use and tagged with Super8.ca.

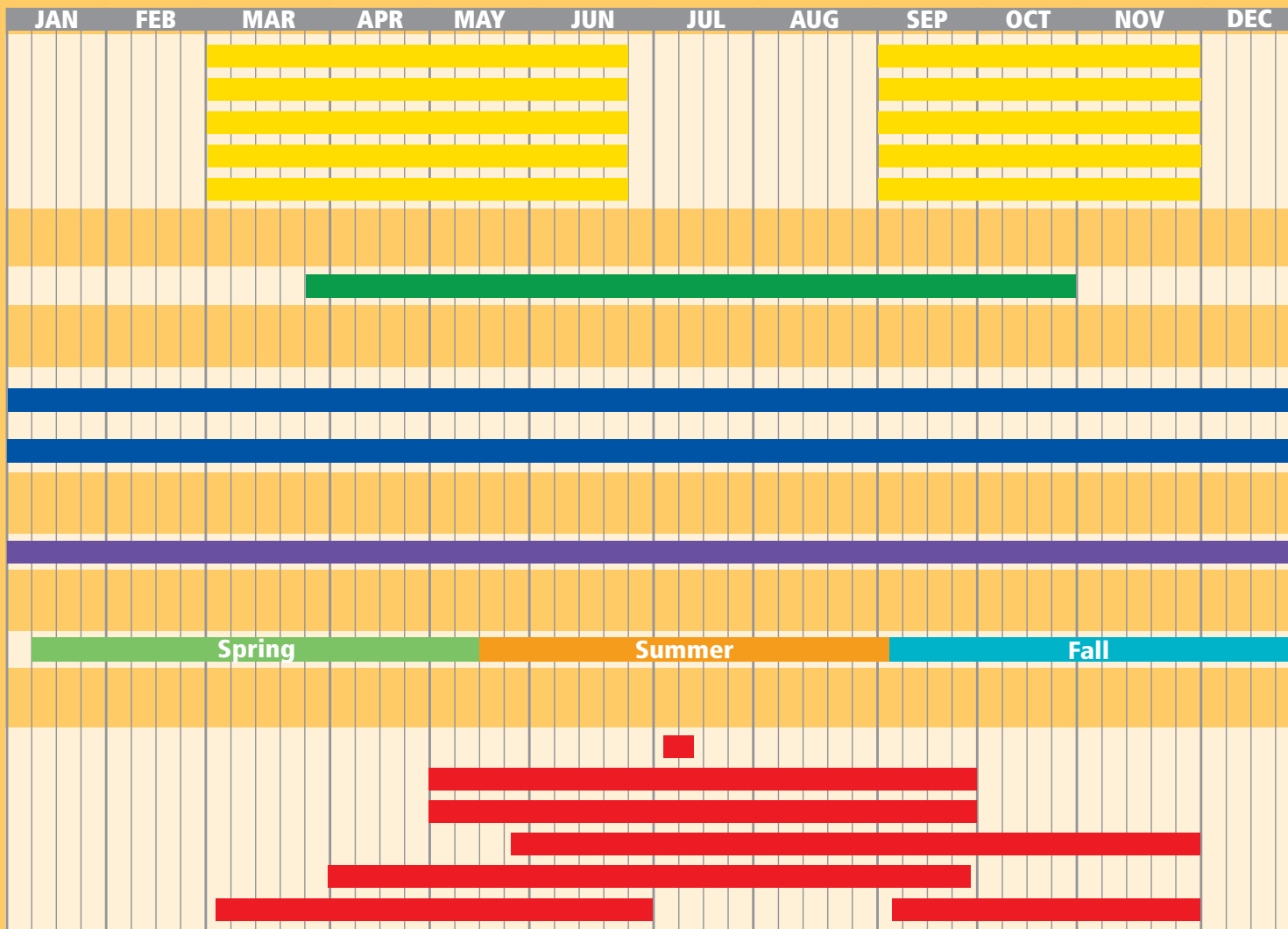


2008 SUPER 8 MOTELS CANADIAN MARKETING & MEDIA PLAN

Super 8 ads will be delivering 87 million impression.

National TV

- TSN
- RDS
- SportsNet
- Space
- Discovery Channel



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