

On January 14, 2024, Choice Hotels International, Inc. ("Choice") posted the following messages via Google Search advertising relating to the proposal by Choice to acquire Wyndham Hotels & Resorts, Inc.:

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### Choice + Wyndham - Growing Direct Bookings

A merger with Wyndham offers a path to enhanced profitability for franchisees. Combining with Wyndham will help lower franchisees' costs & drive more direct bookings.

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### Choice + Wyndham - Lowering Franchisee Costs

A merger with Wyndham offers a path to enhanced profitability for franchisees. Combining with Wyndham will help lower franchisees' costs & drive more direct bookings.

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