

ABBREVIATED DISCLOSURES FOR PRINT ADVERTISING, INTERNET & MARKETING MATERIALS:

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Sweepstakes begins on or about March 1, 2010 at 12:01 a.m. ET and ends on April 17, 2010 at 11:59 p.m. ET. Sweepstakes is open only to legal residents of the continental United States and Canada (excluding Quebec) who are eighteen (18) years of age or older at the time of entry. See Official Rules at LQsweepstakes.com for additional eligibility restrictions, prize descriptions/restrictions/ARVs and complete details. Odds of winning depend on the number of eligible entries received. This sweepstakes is sponsored by LQ Management LLC. Sweepstakes is void in Alaska, Hawaii and Quebec and where prohibited by law.

ABBREVIATED DISCLOSURES FOR TELEVISION:

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Sweepstakes ends April 17, 2010 at 11:59 p.m. ET. Sweepstakes is open only to legal residents of the continental United States and Canada (excluding Quebec) who are eighteen (18) years of age or older at the time of entry. Complete Official Rules at LQsweepstakes.com. Sweepstakes is sponsored by LQ Management LLC. Sweepstakes is void in Alaska, Hawaii and Quebec and where prohibited by law.

RULES:

**Stay Better, Travel Better Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING

PROMOTION DESCRIPTION: Stay Better, Travel Better (the “**Sweepstakes**”) begins on or about March 1, 2010 at 12:01 a.m. Eastern Time (“**ET**”) and ends on April 17, 2010 at 11:59 p.m. ET (the “**Promotion Period**”). The Sweepstakes consists of six (6) “**Entry Periods**.” Each Entry Period begins each Monday of the Promotion Period at 12:01 a.m. ET and ends each Sunday of the Promotion Period at 11:59 p.m. ET, except the first Entry Period which begins on March 1, 2010 at 12:01 a.m. ET and ends on March 14, 2010 at 11:59 p.m. ET and the last Entry Period which ends on Saturday, April 17, 2010 at 11:59 p.m. ET. At the conclusion of each Entry Period, a random drawing will take place to award the “**Prizes**.” One (1) “**First Prize**” will be awarded in a random drawing conducted at the conclusion of Entry Periods 1 – 5 from among all entries received at the conclusion of each of the first five (5) Entry Periods (each, a “**First Prize Drawing**”). The Grand Prize will be awarded in a random drawing conducted at the conclusion of the Promotion Period from among all eligible entries received throughout the entire Promotion Period (the “**Grand Prize Drawing**”). Non-winning entries received during the first five (5) Entry Periods will be rolled over into subsequent First Prize Drawings. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes Sponsored by LQ Management LLC. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of LQ Management LLC, 909 Hidden Ridge, Suite 600, Irving, TX 75038 (“**Sponsor**”), which shall be final and binding in all respects.

ELIGIBILITY: Sweepstakes is open only to legal residents of the continental United States and Canada (excluding Quebec) who are eighteen (18) years of age or older at the time of entry. Sponsor, SCA Promotions, Inc. (“**Administrator**”), and each of their respective parents,

subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the “**Promotion Entities**”) and the immediate family members, and/or those living in the same household of each, are ineligible to enter the Sweepstakes or win a prize. Sweepstakes is void in Alaska, Hawaii and Quebec and where prohibited by law.

HOW TO ENTER:

To enter the Sweepstakes, visit www.LQsweepstakes.com (the “**Website**”), complete the entry form with the information requested, and click “**Submit Entry**”. All requested information on the entry form at the Website must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry. Except as contemplated in these Official Rules, personal information collected in connection with this Sweepstakes will be used in accordance with the privacy policy found on the sponsor’s home Website, www.LQ.com.

NOTE: Internet entry must be made by the entrant, only at the Website. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited.

All entries must be received during the Promotion Period in order to participate. The Website’s database clock will be the official time keeper for online entries in this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. **Limit one (1) entry per person and per e-mail address per day during the Promotion Period. For purposes of these Official Rules, a “day” is defined as any twenty-four (24) hour period beginning at 12:01 a.m. ET and ending at 11:59 p.m. ET.**

WINNER SELECTION AND NOTIFICATION: At the end of each of Entry Periods 1-5, one (1) First Prize winner will be randomly selected from all eligible entries received as of the conclusion of each Entry Period. At the conclusion of Entry Period 6, the Grand Prize winner will be randomly selected from among all eligible entries received throughout the entire Promotion Period. The potential prize winners will be notified by telephone and/or mail and/or e-mail, using contact information provided or collected at the time of entry. As a condition of receiving a prize, Canadian residents must first correctly answer without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected. **The odds of winning a First Prize depend on**

the number of eligible entries received as of the end of each of the first five (5) Entry Periods. The odds of winning the Grand Prize depend on the number of eligible entries received throughout the entire Promotion Period.

PRIZES/APPROXIMATE RETAIL VALUES (“ARV”): One (1) Grand Prize is available. The Grand Prize consists of a bedroom makeover. The bedroom makeover includes a) consultation with a Sponsor designated designer including a phone “pre” consultation and a visit to the winner’s home; b) an assortment of soft and hard goods as determined between the Grand Prize winner and designer and based on the design style of winner’s choice (may include LQ linens, LQ coverlet/duvet, LQ bedskirt, dresser and nightstand); c) a Bright Morning pillowtop bed from Simmons (winner will have choice of queen or king size bed); and d) a \$500 gift card which can be used for incidentals such as paint. Grand Prize does not include installation, paint, carpet, movers or any items not specifically included as part of the Grand Prize. The ARV of the Grand Prize is \$5,000 - \$6,000, depending on the design style selected by the Grand Prize Winner. In the event that Grand Prize Winner exceeds this budget, he/she will be solely responsible for any amount in excess of \$6,000. Consultations will be arranged on a date and time mutually convenient to Grand Prize winner and designated designer, but must take place within one (1) year of date of award. Five (5) First Prizes are available. Each First Prize consists of a queen-size Bright Morning Bed® from Simmons®. The ARV of each First Prize is \$1299. No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute a prize of comparable value if a prize listed is unavailable for any reason. The ARV of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. If the actual retail value of any prize is less than the ARV stated herein, the prize winner will NOT be entitled to a check, cash or other form of payment for the price difference.

GENERAL PRIZE CONDITIONS: Prize winners shall be solely responsible for any required federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. Any potential prize winner must execute a Declaration of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, “**Prize Claim Documents**”). If winner fails or refuses to sign and return all Prize Claim Documents within seven (7) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and an alternate winner may be selected.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished by third parties in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

GENERAL: Except where prohibited by law, acceptance of a prize constitutes prize winner’s permission for Sponsor to use prize winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any

prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any damage to an entrant's or any other person's computer system or wireless phone which is occasioned by accessing the Website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select winner(s) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

WINNER'S LIST/OFFICIAL RULES: Any legally required winner's list may be obtained by sending a self-addressed, stamped envelope to: Stay Better, Travel Better Sweepstakes Winners, SCA Promotions, 3030 LBJ Freeway, Suite #300, Dallas TX 75234. All such requests must be received within six (6) weeks after the end of the Promotion Period.