



NEWS RELEASE

Contact: Steven Klapow
914-683-5759 x250
steven@berlinproductions.com
Project images available on request

BERLIN PRODUCTIONS PROMOTES SUPER 8, RACING, AND RODEO

Wyndham taps Berlin to develop two online promotions
that entice fans to book rooms close to the action

WHITE PLAINS, NY — June 24, 2010 — Berlin Productions has completed the development of two online promotions that support Super 8 hotels' sponsorship of auto racing and rodeo events.

For the 2010 NASCAR racing season, Berlin shifted into high gear by designing, developing and launching a multifaceted promotion — including a robust web site — in record time that would make any pit crew proud.

Berlin mobilized its strategic marketing and web design teams to create a new version of the Petty's Garage web site, the home of Super 8 Racing. A division of the Wyndham Hotel Group, Super 8 is an associate sponsor of Richard Petty Motorsports and the famous No. 43 car, now driven by AJ Allmendinger.

Berlin gave Petty's Garage an engaging yet intuitive interface that lets users easily navigate through weekly race updates, a photo and video gallery, team bios, and a booking tool that links to a Super 8 location finder and online reservations.

Visitors can also play "Road to the Super 8," an instant-win game and sweepstakes in which the player races his or her car around the U.S. map, clicking on Super 8 signs. Each sign reveals a true-or-false statement about racing, Richard Petty, AJ Allmendinger, or Super 8. Once the player has covered the map, he or she finds out whether he or she has won a prize, such as an autographed Richard Petty print, a Richard Petty Motorsports hat, or a \$25 Best Buy gift card.

Everyone who plays is entered into the Road to the Super 8 sweepstakes in which eight lucky entrants will win a special Richard Petty prize package and a chance to meet the King himself in Daytona Beach.

Visit Petty's Garage and the Road to the Super 8 at <http://www.pettysgarage.com>.

Super 8 is also a sponsor of Canadian rodeo champion Tyler Thomson and award-winning pick-up man Gary Rempel, as well as the Canadian Professional Rodeo Association, the Rawhide Rodeo, the Festival Western de Saint-Tite rodeo, and the Calgary Stampede Rodeo. Berlin developed a web site that showcases the accomplishments of the two rodeo stars and provides rodeo schedules nationwide. Like the Petty's Garage site, the Super 8 rodeo site incorporates a room-booking widget so that fans can receive Super 8's "Super Fan Appreciation Discount."

Visit the Super 8 Rodeo site at <http://super8rodeo.ca>.

About Berlin Productions

Now in its 28th year, Berlin is a full-service marketing and visual communications agency that strategizes and develops web sites, video, social media campaigns, search engine marketing and optimization, presentations, print collateral and cross-media promotions.

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