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| **FOR INTERNAL USE ONLY – TO BE COMPLETED BY INCOMM ACCOUNT MANAGER** | | | |
| **Internal Product Name**  InComm internal name. | **Denomination or Value** | **Product UPC** | **Expiration Date**  If applicable. |
| Best Western US DDP VGC | 25-1000 | 196742010534 |  |
| Best Western US AMEXMR VGC DDP | 25-1000 | 196742010626 |  |
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# Product Information

If selling in a multilingual region, provide the below product copy translated in each required language.

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| **Company/Brand Name**  Displayed to consumers. Include required punctuation and trademark symbols. | Best Western® |
| **External Product Name**  Displayed to consumers. Include required punctuation and trademark symbols. | Best Western® Gift Card |
| **Marketing Description**  This copy is placed on a website to describe the product to consumers. Be descriptive and include product features and benefits.  1024 character limit. | Give the Gift of Travel®. The Best Western® Gift Card allows you to fit more than 4,000 hotels in over 100 countries and territories into your wallet. The Best Western Gift Card never expires and is accepted at BWH Hotels worldwide (excluding the World Hotels® collection). Explore the world with one convenient card. |
| **Redemption Instructions**  Recommended heading included. Please revise or remove if preferred. | **Redemption Instructions**  Best Western® Gift Cards can be redeemed onsite at any BWH Hotels worldwide (excluding the World Hotels® collection). USD Best Western® Gift Cards can also be redeemed online for stays in the US. |
| **Recommended In-Store Mobile Redemption Instructions\***  Only applicable to products which can be redeemed in store locations. See the options below this table and indicate which one you would like to include with your standard copy. | Option 1  Option 2  Option 3  N/A (select if no store locations exist for this product; e.g., gaming and online retailers) |
| **Terms and Conditions**  Recommended heading included. Please revise or remove if preferred.  5000 character limit. | **Terms and Conditions**  The Best Western® Gift Card can be used to pay for hotel charges at more than 4,000 BWH Hotels worldwide (excluding the World Hotels® collection). The Best Western® Gift Card is fully transferable and does not expire. The Best Western® Gift Card cannot be replaced if lost, stolen, or destroyed. The Best Western® Gift Card is not exchangeable for cash and no change will be given unless required by law. Terms are void where prohibited by law. Each Best Western® Gift Card is subject to terms and conditions as published at www.travelcard.bestwestern.com. Terms and conditions are subject to change without notice.  For Customer Service within U.S., Mexico and the Caribbean call 1-877-227-3288 or call your local Best Western reservations number or visit travelcard.bestwestern.com. |
| **Legal Disclaimer** | Terms are void where prohibited by law. Issued in Arizona, U.S.A. The Best Western name and logo are service marks or registered service marks of Best Western International, Inc. Each Best Western branded hotel is independently owned and operated. © 2021 Best Western International, Inc. All rights reserved. |
| **Compatibility**  Primarily for digital content gaming products. What is compatible with this product (PC, MAC, Windows 8/10, etc.)? |  |
| **Cardholder Agreement**  Only applicable to Financial Services products. Attach Cardholder Agreement. |  |
| **Additional Information**  URL for a video or any other special requirements. |  |

**\*Recommended In-Store Mobile Redemption Instructions** – Only applicable to products which can be redeemed in store locations.

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| **Option 1**  If hand key redemption from a mobile device is allowed | **Option 2**  If barcode scanner and/or hand key redemption from a mobile device is allowed | **Option 3**  If redemption from a mobile device is NOT allowed |
| **In-Store Mobile Redemption Instructions**  Recipient:  To redeem your eGift Card from a mobile device display the gift card number and associated PIN (if applicable) to the cashier at the time of purchase.  Cashier:  Hand key the gift card number and associated PIN (if applicable) into the POS. | **In-Store Mobile Redemption Instructions**  Recipient:  To redeem your eGift Card from a mobile device display the barcode, gift card number and associated PIN (if applicable) to the cashier at the time of purchase.  Cashier:  Scan the barcode from the mobile device and/or hand key the gift card number and associated PIN (if applicable) into the POS. | <brand name> DOES NOT allow for mobile redemption at this time. You must print your eGift Card and present it to the cashier at the time of purchase. |

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| **Search Terms**  Provide 5-10 search terms for this product. | Travel Gift Card / Travel Card / Hotel Gift Card / Hospitality / Experience / Rewards / Global / Lodging / Trip / Vacation |

# Redemption and Barcode Information

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| **Primary Redemption Value Digit Count** | 21 Digits | |
| **Security Value Digit Count** | 4 Digits | |
| **Barcode Type** | N/A  Code 128-A  Code 128-C  PDF417 | QR Code  Other:  If other, provide barcode details here. |
| **How can this product be redeemed?** | Online March 2023 USD & CAD  In-store All currencies | Phone  Other: If other, provide details here. |
| **In what countries/territories can this product be redeemed?**  List all that apply. | 100 Countries including USA, CAD, GBP, EUR, etc | |
| **Are there any restrictions to where this product can be redeemed?**  List all that apply by City/State. | The Best Western® Gift Card can be used to pay for hotel charges at more than 4,000 BWH Hotels worldwide (excluding the World Hotels® collection). | |