



Hotels.com Announces Advocare Classic Sponsorship

August 31, 2017

- **Meet Pepper!** The humanoid robot that will engage with you, share updates on Hotels.com and even take a selfie with you!

- **Local Deals Galore:** Hotels.com offers local Dallas deals for upcoming game

DALLAS, Aug. 30, 2017 — Hotels.com® announces its sponsorship of the upcoming AdvoCare Classic football game. The AdvoCare Classic is the first game in a season-long sponsorship with IMG, and Hotels.com is jumping right in to join the action with the season opener. On September 2, 2017, football powerhouses #9 ranked+ University of Michigan Wolverines and the #16 ranked + University of Florida Gators will face off at AT&T Stadium in Arlington, TX.

Meet Pepper - the Winning Experience

Pepper®, the humanoid robot from SoftBank Robotics, will be joining Hotels.com at AT&T Stadium to surprise and delight Michigan and Florida fans. Hotels.com is harnessing the power of robotics by leveraging the new Pepper Promoter application. Pepper will bring an engaging and interactive experience to the fan zone by promoting Hotels.com® Rewards and deals, highlight the newest Hotels.com game day [commercial](#) and encourage fans to enter into a sweepstakes. At the end of the interaction, fans can pose with Pepper for a selfie and then tag their team for a fresh social experience.

Win Big with Upcoming Sweepstakes and Discounts

As a part of the sponsorship, Hotels.com consumers have the opportunity to enter into a variety of high value sweepstakes. Both a Florida and Michigan fan will be chosen to receive VIP packages to big home games during the season.

Michigan vs. the Ohio State University Rivalry Game: One lucky Michigan fan will win four game tickets, two nights' lodging, a Hotels.com gift card, a radio announcers' booth tour, and sideline access before or during the game. Fans can get discounts on places to stay near the Big House or anywhere Michigan plays at: www.hotels.com/goblue

Florida vs. Louisiana State University Homecoming Game: On the Florida side, one fan will win four game tickets, three nights' lodging with a shuttle to the stadium, a Hotels.com gift card, and a meet-and-greet with Florida's head football coach during his weekly radio show the Thursday before the game. Click [here](#) to enter! Save money for swag and concessions with great

hotel discounts at www.hotels.com/gators

Capitalize on Local Deals

To help fans prepare for the upcoming game, Hotels.com has created a list of great hotel deals within the Dallas/Fort Worth area. You can find three star hotels for an average of \$118 per night, four star hotels for an average of \$175 per night and five star hotels for an average of only \$315 a night – so while the game may be competitive, finding a hotel doesn't have to be!

See below for some of the top deals in the area and visit www.hotels.com/advocareclassic for additional options. To get even better rates, travelers can also use the coupon code **KICKOFF** to receive 10% off their booking**.

- **Cooper Hotel Conference Center and Spa**
 - 4.8 out of 5 guest review rating on Hotels.com
 - From \$183 per night*
- **Le Meridien Dallas by the Galleria**
 - 4.3 out of 5 guest review rating on Hotels.com
 - From \$129 per night
- **Lorenzo Hotel**
 - 4.6 out of 5 guest review rating on Hotels.com
 - From \$199 per night
- **NYLO Dallas South Side**
 - 4.3 out of 5 guest review rating on Hotels.com
 - From \$215 per night
- **Warwick Melrose Dallas**
 - 4.6 out of 5 guest review rating on Hotels.com
 - From \$231 per night

All of these properties and many more can be booked via the Hotels.com mobile app, available on iOS and Android. In just a few clicks, you could be on your way to see the rivalry in action. Don't forget to book with Hotels.com® Rewards for instant savings and when you collect 10 nights, you get one free****.

Notes to Editors:

** Prices quoted include taxes and fees and are subject to availability at the time of booking. All prices quoted are 'from' prices and are accurate as of August 6, 2017.*

***Book now through 9/01/17 and travel 8/31/17-9/05/17. Most major chains excluded. You can't collect or redeem Hotels.com rewards nights with coupon. Coupons cannot be applied when you pay at the hotel.*

+ Coaches Poll Pre-Season ranks

About Hotels.com

Hotels.com L.P. operates Hotels.com, a leading online accommodation booking website with properties ranging from international chains and all-inclusive resorts to local favorites and bed & breakfasts, together with all the information needed to book the perfect stay. Customers get instant savings *** with Secret Prices through our mobile booking app and when logged into the

booking website. Hotels.com Rewards members can earn and redeem free**** nights at thousands of properties worldwide. The Hotels.com Mobile Concierge on iPhone is like having a local expert in the palm of your hand, offering fast access to services such as transportation, on-demand food delivery, restaurant reservations and activities.

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***Instant savings are only available on select, participating properties.

**** Free nights are only available on select, participating properties. Maximum value of the free night is the average of daily rate of the 10 paid nights and doesn't include taxes or fees. See site for details.

Secret Prices are available to Hotels.com app users, Hotels.com® Rewards members and individuals who unlock Secret Prices on the website by subscribing to Hotels.com by email. Secret Prices will be shown where the "Your Secret Prices" banner is displayed on your search results. Available on select hotels and select dates only. Subject to [full terms and conditions](#).

About SoftBank Robotics America

Headquartered in San Francisco, California, SoftBank Robotics America (SBRA) is driving technology forward by becoming a leader in humanoid robotics. Our robots, including Pepper and NAO, are used in more than 70 countries worldwide and offer innovative use cases relevant for the fields of retail, financial services, healthcare, travel, and hospitality. Formerly Aldebaran Robotics, SBRA's sister offices remain in Europe, Japan and China under the new SoftBank Robotics Group.

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