



FOR IMMEDIATE RELEASE

RCI GOES SOCIAL – TWEETING AND BLOGGING...

*New Applications and Social Networks Provide Travelers with
Vacation Planning Tools at Their Fingertips*

Parsippany, NJ (November 3, 2010) – Recognizing that travelers are savvier than ever when it comes to technology, RCI, the global leader in vacation exchange and one of the Wyndham Worldwide family of brands (NYSE: WYN), continues to expand its legacy as a leader in the industry with the launch of a social media initiative and an RCI application for the iPhone® to enhance the RCI® Subscribing Member experience. Studies show Americans now spend 25 percent of their time on social networks and blogs, and as a result, travelers are turning to these outlets as vacation planning resources. RCI is committed to providing its members with these tools.

RCI has also made its debut into the mobile marketing world with the launch of an RCI application for iPhone® and iPod touch® -- devices available through the App Store on iTunes®. The application has a mobile RCI TV feature which can be used to view any of the same great destination and resort videos as on RCI TV and a feature called RCI SnapbookSM feature where users can capture and share vacation photos, videos, audio clips, and notes in an online scrapbook. Launched globally in March, more than 20,000 consumers have downloaded the app and more than 5,100 have established RCI SnapBook accounts.

RCI has recently begun to share travel tips and information with members through the launch of a [Facebook](#) fan page and [Twitter](#) account. Additionally, RCI created an App for Facebook, “Share Your Vacation by RCI,” where users can add their vacations to a map, share them with friends, and in turn see where their friends have traveled. They can then ask their friends for travel advice, restaurant recommendations, and fun things to do in the area. The [RCI Blog](#) includes insightful posts from RCI associates, Dan “The RCI Guy” and other guest writers about timeshare vacationing, hot destinations and upcoming product launches. RCI encourages its members to get involved and join the conversation through vacation stories, comments and helpful tips of their own.

The launch of RCI TV in Spanish is one of the most recent online developments executed by RCI. RCI TV offers entertaining and educational high-definition videos narrated by “The RCI Guy” on www.RCI.com and just recently celebrated more than 1 million views after public launch last year. The network now features Spanish subtitles and offers more than 40 videos in Spanish, with more being added on an ongoing basis. Through a variety of online channels, RCI TV provides travelers with answers to many common questions – How do timeshares work? What is the quality of the resorts, houses, condos and villas? Videos can also be viewed on RCI’s YouTube channel at www.youtube.com/rcitimeshare.

Also to come is a new feature that will appear on the RCI.com Member Benefits page called “Stay Connected” that will link to all of the social media sites available to RCI members and visitors. RCI also plans to add a social media toolbar to its website, www.RCI.com, and

additional functionality to its App for the iPhone® so that users can access a version of RCI's Affiliated Resort Directory.

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About RCI

RCI is part of Wyndham Exchange & Rentals, the worldwide leader in vacation exchange and the world's largest full-service vacation rentals business, providing access to more than 85,000 vacation properties in approximately 100 countries. The vacation exchange business includes RCI, the worldwide leader in vacation exchange and provider of travel services to businesses and consumers, and *The Registry Collection*® program, the world's largest luxury exchange program. The vacation rentals business includes Hoseasons, cottages4you, Novasol®, Cuendet®, Landal GreenParks®, ResortQuest®, Endless Vacation Rentals® and other renowned vacation rental brands through which vacationers can rent a variety of property types, from city apartments to villas. Wyndham Worldwide Corporation is one of the world's largest hospitality companies with leading brands in lodging franchising, vacation ownership, vacation rentals and vacation exchange. For additional information visit our [media center](#).

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