



**FOR IMMEDIATE RELEASE**

## **RCI CELEBRATES ANOTHER YEAR OF QUALITY AFFILIATIONS AND INNOVATIONS**

*World's largest vacation exchange company welcomed more than 100 newly affiliated resorts  
and unveiled a host of innovations in 2010*

**ORLANDO, Fla. (March 28, 2011)** – [RCI](#), the global leader in vacation exchange and one of the [Wyndham Worldwide](#) family of brands (NYSE: WYN), announced today at the American Resort Development Association (ARDA) 2011 Convention and Exposition that it added more than 100 newly affiliated resorts to its network in 2010.

RCI welcomed some of the industry's most respected brands over the past year including InnSeason Resorts and AMResorts. In 2010, the company also added properties from current affiliates including several resorts each from developers like Fiesta Hotel Group, Holiday Club Resorts, Hoteles Decameron Colombia and Mahindra Holidays and Resorts. Additionally, RCI renewed its relationship with existing affiliates including industry leaders Disney Vacation Club, Hilton Grand Vacations and Bluegreen Corporation.

“We are extremely proud to have added over 100 newly affiliated properties to our expansive network of high-quality timeshare resorts,” said Geoff Ballotti, CEO of RCI. “These fantastic resorts are in some of the world's most sought-after destinations. Their addition is a testament not only to the innovative and value-added services we can offer new affiliates but the tremendous support our global team provides to help all of our affiliates thrive and grow.”

Since pioneering the vacation exchange concept in 1974, RCI continues to lead the industry with first-to-market innovations. In 2010, RCI embarked on a number of initiatives that continued to transform the timeshare exchange industry. In November, the company unveiled the revolutionary “[trading power transparency](#)” for its [RCI® Weeks](#) program to provide more choice, flexibility and control for subscribing members.

Long sought after by timeshare owners, trading power transparency helps members better understand what it will take to get to where they want to vacation and greatly assists them in their future vacation planning. As a result of this enhancement, RCI Weeks members can now compare the trading power value of their deposited week to the value of the exchange vacations they are interested in, and can also combine their deposited weeks, gaining greater access to vacations that have a higher exchange trading power. RCI now also provides its RCI Weeks members with a “Deposit Credit” if the trading power value of the exchange vacation they have booked is less than that of the deposited week they used for the exchange.

The first in the industry to offer points exchange, RCI continued to expand the benefits it provides with the launch of the [RCI Points Platinum](#)<sup>®</sup> membership tier. The newest and highest level of its membership, the RCI Points Platinum tier offers opportunities for automatic room upgrades, priority exchange privileges, discounts at tens of thousands of dining locations, preferred rates at ski, golf and dining locations and a myriad of other valuable travel and lifestyle benefits.

As a technology leader in the industry, RCI continued the commitment it made several years ago to develop online programs that enhance the exchange experience and make vacation planning more fun for its members while educating and attracting new prospects to the timeshare industry. The company built on the successful 2009 launch of RCI<sup>®</sup> TV, a revolutionary and entertaining web-based television network, with a dedicated Spanish language channel.

RCI continued its efforts to engage members, and travelers in general, through social media channels such as Facebook, Twitter and YouTube to educate, entertain and attract new consumers to the timeshare space. And the company made its first foray into mobile technology when it unveiled an RCI application for the iPhone<sup>®</sup> and iPod touch<sup>®</sup> that provides access to quality destination videos and allows users to capture pictures, videos, voice memos and texts on their iPhone<sup>®</sup> during a vacation to save or share with others.

“The success we had in 2010 was a result of the efforts of our hard-working associates and the great relationships we have forged with our clients. We are going to continue to focus on the things that have made RCI the leading vacation exchange company in the world – developing great innovations, delivering incomparable service to our affiliates, and sending their owners and our members on the vacations of their dreams,” added Ballotti.

iPhone<sup>®</sup> is a registered trademark of Apple Inc. This press release is an independent announcement and has not been authorized, sponsored or otherwise approved by Apple Inc.

### **About RCI**

RCI is part of Wyndham Exchange & Rentals, the worldwide leader in vacation exchange and the world’s largest serviced vacation rentals business, providing access to approximately 97,000 vacation properties in nearly 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*<sup>®</sup> program, the world’s largest luxury exchange program. The vacation rentals business includes Hoseasons, cottages4you, Novasol<sup>®</sup>, Cuendet<sup>®</sup>, Landal GreenParks<sup>®</sup>, ResortQuest<sup>®</sup>, James Villa Holidays, Endless Vacation Rentals<sup>®</sup> 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 [media center](#).

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