



FOR IMMEDIATE RELEASE

RCI TAKES TECHNOLOGY TO THE ‘BIG SCREEN’

Worldwide leader in vacation exchange launches new applications for iPad®, additional features for its existing mobile apps

ORLANDO, Fla. (March 29, 2011) – [RCI](#), the global leader in vacation exchange and one of the [Wyndham Worldwide](#) family of brands (NYSE: WYN), unveiled the latest in its cutting-edge technology initiatives – two new applications for the iPad® as well as two new features for its existing app for the iPhone® – during the American Resort Development Association (ARDA) 2011 Convention and Exposition.

“In 2010 we made the leap into the mobile marketing world with the debut of the [RCI® TV](#) and [RCI SnapBook™](#) features for the iPhone®,” said Geoff Ballotti, CEO, RCI. “Now, we’re making even greater strides in launching exciting new applications for our on-the-go members to bring their vacation experiences to the next level.”

In addition to the existing RCI TV and RCI SnapBook™ features, the [RCI app for the iPhone®](#) now offers users two new features for subscribing members: access to the RCI Resort Directory and RCI Member Account Alerts. The Resort Directory, one of the most popular sections on RCI.com, allows users to view all RCI affiliated resorts and search using resort names or locations. Users can view resort photos, amenities and ratings while enjoying a variety of features that enable members to access and share resort information quickly and easily. With a tap of the screen, users can save a resort to their “my resort” list, e-mail a resort link to family and friends, compare resorts side-by-side, or share resorts on Facebook. The RCI Account Alerts feature helps keep members current by sending important account information such as renewal, expiration and deposit alerts.

The [RCI app](#) for the iPad® offers all the same features as the RCI app for the iPhone® including the new resort directory and member account alert features. In addition, iPad® users can access even more information and higher-resolution photos and videos on the device’s larger screen.

It is also now possible to enjoy many of the great articles and information available in the print version of *Endless Vacation*® magazine, the award-winning publication for RCI members, on the iPad®. Users can connect to the *Endless Vacation* magazine app through the RCI app for the iPad® or by downloading just the [Endless Vacation magazine app](#) for the iPad® directly. Since its debut several weeks ago, the *Endless Vacation* app has repeatedly ranked in the top 10 of all free travel apps.

“Since inventing the concept of vacation exchange nearly 40 years ago, RCI continues to devote its efforts to providing innovations that add value to our affiliated developers and members,” said Ballotti. “Our ongoing commitment is to continue developing fantastic content to drive member engagement and assist in their vacation planning, while also helping our affiliates gain exposure in the rapidly growing mobile space.”

iPhone®, iPod touch® and iPad® are registered trademarks 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*® program, the world’s largest luxury exchange program. The vacation rentals business includes Hoseasons, cottages4you, Novasol®, Cuendet®, Landal GreenParks®, ResortQuest®, James Villa Holidays, 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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