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RCI ADDS 150 NEW AFFILIATED RESORTS TO ITS GLOBAL EXCHANGE NETWORK

*Leading vacation exchange company celebrates 2011 accomplishments
including the debut of several best-in-class innovations*

LAS VEGAS (April 2, 2012) – [RCI](#), the global leader in vacation exchange, announced today at the ARDA World 2012 Annual Convention and Exposition that it added more than 150 new affiliated properties to its global network last year. These additions join a collection of more than 4,000 affiliated resorts in popular destinations around the world.

The new resorts include Hawaii's [Aulani Resort & Spa](#) from Disney Vacation Club, 12 properties from Somerpointe Resorts including its flagship resort [Tahiti Village](#) in Las Vegas, Puerto Vallarta's [Garza Blanca Preserve Resort & Spa](#), Vietnam's [Hon Tam Eco-Green Resort](#), and [Castello Izzalini](#) in Umbria, Italy.

"We had another significant year of new affiliations, adding more than 150 quality resorts to our broad and growing network of affiliates in 2011," said Geoff Ballotti, CEO, RCI. "We are proud to welcome these new affiliates, who have some of the best resorts in the most desired locations around the world. With more quality resorts to choose from, we know our subscribing members will be happy to add these new properties to their vacation wish lists."

Since its founding in 1974, RCI has established itself as the innovation leader in the industry and 2011 was no exception with the launch of new tools and services to benefit both affiliated resorts and exchange members. Among these innovations were the introduction of RCI® eSchool, RCI Presenter, RCI Weeks Platinum® membership, and multiple website and mobile enhancements.

RCI.com received several updates this year, including a cutting-edge vacation recommendation tool, which combs through the available vacation inventory to present members with resorts that meet their specific preferences and are similar to the resorts they have searched for or booked in the past. RCI also added more than 200 descriptive elements to the Resort Directory, making more information available to members in one place. Overall, the website now makes it faster and easier for subscribing members to search and book vacations.

RCI has also introduced several new services to help members and affiliates access information from their mobile devices. After the success of the RCI app for the iPhone®, iPod touch® and iPad®, the company introduced similar apps for Android® and BlackBerry® users in 2011, which allow them to easily access the Resort Directory, RCI TV and Account Alerts. Similarly, RCI also released a mobile version of its website, www.RCI.com, which streamlines the look and feel of the site to make it more convenient for mobile device users.

RCI Presenter is a new touch-screen sales tool that engages consumers during sales presentations to help affiliates interest them in the benefits and value of owning timeshare. The new tool comes loaded with engaging content promoting RCI products and services, and its modular format gives affiliates the ability to select only the content that suits the specific needs of their resorts and existing sales processes. These distinctive and dynamic presentations provide staff members with the tools they need to meet high consumer expectations, capture attention and garner interest in timeshare and exchange.

RCI eSchool is a free online learning network exclusive to RCI affiliated resorts. Through partnership with Levitin Group and ePercipio, the RCI eSchool was created as a way to help RCI affiliates stay up-to-date with information related to RCI products and services as well as sales techniques within the industry without having to incur the expense of in-person training. The courses offered through RCI eSchool are free to all RCI affiliate staff members.

Following the success of the RCI Points Platinum[®] membership, the company unveiled the RCI Weeks Platinum tier in 2011. This premium-tier membership option offers lifestyle benefits and exclusive exchange privileges, including opportunities for room upgrades, exclusive “first look” access to specially-acquired vacation inventory, rebates for various RCI transactions, preferred rates at premier ski destinations and discounted green fees at numerous golf courses.

“With so many new innovations introduced in 2011, RCI has once again raised the bar in the timeshare exchange industry,” said Ballotti. “Our associates should be proud of last year’s accomplishments, which would not have been possible without their passion, enthusiasm and drive to make RCI the leader it is today. We are looking forward to another fantastic year in 2012 with even more exciting innovations and enhancements ahead.”

About RCI

RCI is the worldwide leader in vacation exchange with over 4,000 affiliated resorts in approximately 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through RCI[®] Weeks, the traditional week-for-week exchange system, and RCI Points[®], the industry’s first global points-based exchange system, RCI provides flexible vacation options to its 3.7 million RCI subscribing members each year. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our [media center](#), rciaffiliates.com or [The RCI Blog](#). RCI also can be found on [Facebook](#), [YouTube](#) and [Twitter](#).

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