



**FOR IMMEDIATE RELEASE**

## **RCI GIVES MOBILE USERS VACATION PLANNING TOOLS RIGHT AT THEIR FINGERTIPS**

**PARSIPPANY, N.J. (Nov. 10, 2011)** – [RCI](#), the global leader in vacation exchange and part of the [Wyndham Worldwide](#) (NYSE: WYN) family of brands, recently released applications for BlackBerry® and Android® devices that will give RCI® subscribing members a convenient way to access vacation planning tools.

The creation of the RCI apps for BlackBerry and Android follows the release of similar apps for the iPhone®, iPod touch® and iPad® last year. The BlackBerry and Android apps were developed after the original versions were met with praise by members and downloaded by tens of thousands of users.

“Because the RCI apps for the iPhone and iPad were so well-received, we wanted to provide the same experience to BlackBerry and Android users,” said Phil Brojan, senior vice president of global marketing for RCI. “With the perpetually growing number of mobile users, we wanted to make it as convenient as possible for members to make use of RCI tools and features by putting them literally in the palms of their hands.”

The new apps have three features for members: Resort Directory, RCI TV and Account Alerts. The Resort Directory feature provides users with the same information found on the RCI website in a mobile-friendly format. This feature provides resort descriptions, information on amenities, resort photos and ratings. For easy navigation, 'Berry and 'Droid users can sort by destination, save resorts and compare resorts to each other.

The second feature, [RCI TV](#), consists of informational, educational and entertaining videos presented by an animated host known as “Dan the RCI Guy.” Users will find the Destination Review and Resort Showcase videos particularly helpful in researching their many RCI vacation options, and with the new apps they can easily watch these clips on the go.

The Account Alerts feature will provide users with text-based alerts that are specific to their accounts. These will include reminders and updates that are personalized to each user and are intended to assist them in making the most out of their RCI memberships.

RCI also announced that it will soon be launching a mobile version of its website, which streamlines the look and feel of the site to make it more convenient for those accessing it from a mobile device. RCI will be one of the first in the industry to release a mobile version of a website for members.

“We have seen a dramatic increase in the number of people accessing our site from a mobile device in the last year and saw an opportunity to make the usability even better for our members,” said Gordon Gurnik, president, RCI. “With this new mobile site, we will be helping our members take advantage of the benefits of RCI in a way that is easy and convenient for them.”

With the new mobile site, members will be able to access their account information on their mobile devices in real time, making it easier for them to use their RCI memberships on the go. RCI Weeks members will be able to search for vacation options, deposit weeks, view vacations on hold, view the status of any ongoing searches, browse recommendations, and view confirmed vacations and saved searches. RCI Points<sup>®</sup> members will be able to search vacations, browse recommendations, and view confirmed vacations and vacations on hold.

Even those who are not RCI members will be able to experience the benefits of the new mobile site: there will be no login needed to access the mobile versions of the Resort Directory, RCI TV, information about RCI or to connect on social networking pages.

To download the new apps, search for “RCI” in the BlackBerry App World™ or the Android Market.

### **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<sup>®</sup> Weeks, the traditional week-for-week exchange system, and RCI Points<sup>®</sup>, 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](http://rciaffiliates.com) or [The RCI Blog](#). RCI also can be found on [Facebook](#), [YouTube](#) and [Twitter](#).

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