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LATEST RCI® INNOVATION GIVES AFFILIATES A CREATIVE EDGE FOR SALES PRESENTATIONS

RCI offers affiliates the new RCI® Presenter, a touch-screen sales tool, to enhance presentations and garner interest and intrigue in potential owners

PARSIPPANY, N.J. (Sept. 12, 2011) – [RCI](#), the global leader in vacation exchange and part of the [Wyndham Worldwide](#) (NYSE: WYN) family of brands, recently introduced its latest innovation, [RCI® Presenter](#). This new touch-screen sales tool adds thrills and intrigue to sales presentations to help RCI affiliates in their efforts to educate and interest consumers about timeshare and the benefits of exchange.

Today's tech-savvy consumers demand high-quality presentations that make use of the latest technologies. Through RCI Presenter, RCI is now able to provide affiliates with a dynamic, interactive way to share information during sales presentations. This high-end touch-screen software, exclusively available to RCI affiliated resorts, is being offered free of charge to those affiliates that enroll in the RCI TV Resort Showcase package.

“We saw an opportunity to support RCI affiliates with RCI Presenter by giving them a technology-forward means of providing the quality content presented to consumers,” said Gordon Gurnik, president, RCI. “We are investing in these new touch-screen tools on behalf of affiliates because we believe RCI Presenter will be an important point-of-sale tool to educate potential purchasers and improve sales conversion rates.”

RCI Presenter comes 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 process. These distinctive and dynamic presentations will provide staff members with the tools they need to meet high consumer demands, capture attention and garner interest in timeshare and exchange.

This announcement follows in the footsteps of one of RCI's most popular innovations: RCI® TV Resort Showcase. This lead-generation tool gives affiliates the opportunity to highlight their resorts online with [RCI®TV](#), and now on sales decks via the RCI Presenter, through professionally-made videos, which have been met with positive feedback from both affiliates and members.

RCI Presenter, which was developed in collaboration with technology company Generator Systems, will also be made available to affiliates who choose not to enroll in RCI TV Showcase Package for a fee. All associates will be responsible for acquiring the necessary hardware to feature the Presenter at their sales sites. To further assist affiliates, RCI and Generator have negotiated discounted pricing on integrated touch-screen monitors, as well as free shipping in the 48 continental United States and nominal shipping fees for the rest of the world.

“Generator Systems have been industry leaders in this field for many years. We are excited to be part of this collaborative effort and to be able to offer yet another innovative sales solution to our valued affiliated properties,” added Gurnik.

To view more information about RCI Presenter or to learn about becoming an RCI affiliate, visit www.rciaffiliates.com.

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 3.8 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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