

**FOR IMMEDIATE RELEASE**

## **MARRIOTT VACATION CLUB INTERNATIONAL CELEBRATES 25 YEARS OF UNFORGETTABLE VACATIONS**

**Orlando, Fla. – April 15, 2009** - *Marriott Vacation Club International* (MVCI), the vacation ownership division of Marriott International, Inc. (NYSE:MAR), proudly celebrates 25 years of preserving one of the oldest family traditions—the family vacation.

“Frankly, it’s changed our lives,” says Peter Pfiel, an Owner at Marriott’s Monarch at Sea Pines on Hilton Head Island, S.C., since 1984. Pfiel and his family made the trip from Cincinnati to Marriott’s very first vacation ownership resort every summer. A quarter-century later, Pfiel and his wife are retired just three miles from their Monarch villa, where they keep two weeks so their grown children can visit. “The joy of being able to turn over the keys to my son and his family ... that’s the fulfillment of a different dream than we had when we bought,” Pfiel admits.

Today the Pfiels are among nearly 400,000 Owner families at more than 50 distinct Marriott Vacation Club resorts throughout the U.S., Caribbean, Europe and Asia. Like the Pfiels, many would never have guessed that they would play a vital role in helping make MVCI a worldwide leader in the vacation ownership industry.

“This year marks a great milestone and one I am very proud of - the silver anniversary of Marriott Vacation Club International,” said Stephen P. Weisz, president of Marriott Vacation Club International. “On the business side, it’s been amazing to watch MVCI revolutionize an entire industry. On the personal side, it’s exciting to think of all of the families who are creating a lifetime of vacation memories through Marriott Vacation Club,” continued Weisz.

### A History of Innovation

In 1984, Marriott became the first branded hospitality company by nearly a decade to enter the timeshare industry with the acquisition of American Resorts and its 184-villa project which became Marriott’s Monarch at Sea Pines. With just 7,000 Owners at the end of its first year, the division lost no time making its mark on the fledgling timeshare industry.

Marriott Vacation Club boasts an unprecedented number of industry-firsts that have changed the face of vacation ownership by bringing increased credibility and setting an example for other branded hospitality companies to follow. With the launch of its premiere resort, Marriott Vacation Club replaced industry-standard fixed weeks and units with seasonally-based, floating time and property use.

In 1996, Marriott Vacation Club laid down its first European footprint with the opening of Marriott’s Marbella Beach Resort on Spain’s Costa del Sol. A decade later, a new Asia Pacific Regional Office and sales gallery in Singapore opened to serve an emerging market already enamored with Marriott’s Phuket Beach Club in Thailand.

The American Business Awards has taken notice of Marriott Vacation Club International’s winning ways, naming MVCI “Best Sales Organization” three times in the last six years and “Best Customer Service Organization” in 2007.

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Hailed as “the business world’s own Oscars,” The American Business Awards’ Stevie is the first national, all-encompassing business awards program honoring great performances in business and positive contributions in the workplace.

### The Quality Component

Marriott Vacation Club marks its first 25 years with an impressive 91 percent customer satisfaction rating. With more than 50 percent of the company’s business coming from Owners purchasing additional weeks and referring friends, the common denominator for many is Marriott’s signature quality and service.

“Every Marriott is a five star to us,” says Joseph Slane, a Marriott Vacation Club Owner for the past 25 years. “Every time a new resort is built it’s more upscale than the last one. That’s what we love about Marriott Vacation Club.”

A typical Marriott Vacation Club two-bedroom, two-bath villa includes a fully-equipped gourmet kitchen with granite countertops and stainless steel appliances; generous living and dining areas; multiple flat-panel televisions with DVD players; oversized shower with multiple shower heads in master suite; washer/dryer; balcony; and wireless high-speed internet access.

“Our villas are very current, very fresh,” says Weisz. “It’s all about trying to make sure that the product stays relevant, yet immensely comfortable for people going on vacation.”

“Over the next 25 years we’ll continue to experiment with our product form,” Weisz continued. “We’ll continue to understand how we can give our customers more flexibility and work with the best of the best to make sure the physical product is current for generations to come and will continue our legacy of creating unforgettable vacation experiences.”

### **About Marriott Vacation Club**

Marriott Vacation Club is the recognized worldwide leader in vacation ownership with a program highly regarded for its quality and unique flexibility. In 1984, Marriott became the first branded hospitality company by nearly a decade to enter the timeshare industry. Marriott Vacation Club continues to expand with a diverse portfolio of over 10,600 timeshare resort villas throughout the U.S., Caribbean, Europe and Asia. Today nearly 400,000 Owner families around the globe own their vacations “the Marriott way,” offering options to exchange weeks with priority within the Marriott Vacation Club portfolio or within Interval International’s global system of more than 2,400 resorts in over 75 countries, trade their week(s) for Marriott Rewards points, or rent their week(s). For more information on ownership, please visit [www.marriott-vacations.com](http://www.marriott-vacations.com). For nightly rentals, please visit [www.marriott.com](http://www.marriott.com).

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MARRIOTT INTERNATIONAL, Inc. (NYSE:MAR) is a leading lodging company with more than 3,100 lodging properties in 66 countries and territories. Marriott International operates and franchises hotels under the *Marriott*, *JW Marriott*, *The Ritz-Carlton*, *Renaissance*, *Residence Inn*, *Courtyard*, *TownePlace Suites*, *Fairfield Inn*, *SpringHill Suites* and *Bulgari* brand names; develops and operates vacation ownership resorts under the *Marriott Vacation Club*, *The Ritz-Carlton Club* and *Grand Residences by Marriott* brands; operates *Marriott Executive Apartments*; provides furnished corporate housing through its *Marriott ExecuStay* division; and operates conference

centers. The company is headquartered in Bethesda, Maryland, USA and had approximately 146,000 employees at 2008 year-end. It is recognized by BusinessWeek as one of the 100 best global brands, by FORTUNE® as one of the best companies to work for, and by the U.S. Environmental Protection Agency (EPA) as Partner of the Year since 2004. In fiscal year 2008, Marriott International reported sales from continuing operations of nearly \$13 billion.