

For Immediate Release

Iconic Candy Store Sweetens Up Palm Desert

Orlando, Fla. – February 3, 2011 – Marriott’s Shadow Ridge in Palm Desert, Calif. is bringing a sweet experience to its Owners and guests with the opening of its very own *Dylan’s Candy Bar*, the world’s sweetest candy emporium, modeled after the innovative New York flagship store. Anyone who steps foot into this land of candy will certainly discover something to satisfy their sweet tooth.

“The Marriott Vacation Club experience is about creating memorable moments for our Owners and guests,” said Daniel Slaughter, general manager of Marriott’s Shadow Ridge. “We’re excited to offer the first Dylan’s Candy Bar at a Marriott resort and see this as the perfect complement to our amenities at Marriott’s Shadow Ridge.”

The shop’s bright turquoise walls with a candy-coated ceiling, custom candy-themed light fixtures and shelves full of tantalizing treats is guaranteed to indulge the inner child in everyone. Guests can enjoy a delicious adventure discovering their favorite candy and chocolates, including scrumptious gummy bears and jelly beans, a vast variety of nostalgic treats and various flavors of Dylan’s Candy Bar’s exclusive line of chocolate bars. Other eye catchers include the famous Whirly Pop Tree with its branches of lickable lollipops and candy-inspired apparel and accessories that look good enough to eat.

Just in time for Valentine’s Day, pick up something sweet for your sweetheart with Dylan’s Candy Bar Valentine’s Day special edition chocolate bars including a premium Belgian milk chocolate “Bleeding Heart Bar” filled with sweet red caramel, sure to get your heart beating.

The iconic Dylan’s Candy Bar was founded by Dylan Lauren, daughter of the legendary fashion designer Ralph Lauren and artist/photographer Ricky Lauren. Dylan’s dream of combining a love of candy and a passion for art became a reality when the first Dylan’s Candy Bar, located in New York City, opened in 2001. Since then, Dylan has expanded her stores to include locations in East Hampton and Roosevelt Field, N.Y.; Orlando, Fla.; Houston, Texas and prestigious wholesale venues around the globe.

“As a great explorer (of candy, that is) I love traveling and discovering new treats from around the world,” said Dylan Lauren, CEO & Founder of Dylan’s Candy Bar. “By partnering with Marriott’s Shadow Ridge, we have combined the delight of luxury vacationing with the deliciousness of candy to create a mouthwatering duo that will ensure the sweetest of escapes.”

Located in the heart of Palm Desert, Marriott’s Shadow Ridge boasts 497 one- and two-bedroom villas with approximately 1,100 – 1,300 square feet of living space. Each villa includes a fully equipped kitchen with granite countertops and stainless steel appliances; generous living and dining areas; luxurious bedding; multiple flat-panel televisions with DVD players; private balcony; washer/dryer and Wi-Fi internet access. The resort is also home to Marriott’s Shadow Ridge Golf Club, the first Nick Faldo-designed championship golf course in the U.S., and the Faldo Golf Institute by Marriott. For more information or for nightly rentals, please visit www.marriott.com.

About Dylan’s Candy Bar:

Renown for merging the worlds of art, fashion and pop culture with candy, Dylan’s Candy Bar is the largest, state-of-the-art sweets emporium. Dylan’s Candy Bar is not your average “candy store” as it’s

home to over 7,000 candies from around the world, making it the most popular destination for the ultimate sugar rush experience. Dylan's Candy Bar features candy-inspired fashion, a café serving delicious baked treats and gourmet ice cream, as well as a party room and candy-cocktail bar. For more information please visit www.DylansCandyBar.com or www.facebook.com/DylansCandy.

About Marriott Vacation Club:

Marriott Vacation Club is a worldwide leader in vacation ownership. In 1984, Marriott became the first branded hospitality company to enter the timeshare industry, adding its signature quality, service and hospitality expertise. For more information, please visit www.marriottvacationclub.com/newsroom. Follow us on Twitter at www.twitter.com/MarriottVacClub.

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