We hope this newsletter will help keep you informed on all that is happening with Marriott® Individual Incentives and The Ritz-Carlton® Individual Incentive Awards, as well as the World of Marriott.

- Marriott Individual Incentives Unveils 2009 Product Portfolio
- 2009 Purchase Agreements for Marriott Individual Incentives and The Ritz-Carlton Incentive Program
- Product Update: Marriott Dinner for Two Award
- Marriott’s Use of Social Media Captures Media Attention
- More Social Media News: Other Companies Catching Up to Marriott
- Marriott Resort Recognized For Environmental Excellence
- Marriott Builds Brands for the Future...Click here to find out more.
- Openings & Renovations
- The Full Incentive Awards Menu
- Do You Have a Question About One of Our Products?

Marriott Individual Incentives Unveils 2009 Product Portfolio

Marriott Individual Incentives announced its enhanced 2009 product portfolio at the Motivation Show in Chicago this past September to rave reviews. Designed to fit any budget with a variety of products to address all types of applications (recognition, loyalty, single awards, etc.), the new portfolio features an increase in the number of award certificates with worldwide redemption options and standardized naming of award certificates across all regions. The extensive portfolio includes stay, experience and currency awards offering flexible solutions for you and the freedom of choice for your award recipients. To learn more, contact your Regional Sales Manager.

2009 Purchase Agreements for Marriott Individual Incentives and The Ritz-Carlton Incentive Program

Be on the lookout for 2009 Purchase Agreements to arrive in your in-box in early December. If you do not receive a Purchase Agreement by December 15, please contact your regional sales manager.

Product Update: Marriott Dinner for Two Award

Terms and conditions have been revised for the Marriott Dinner for Two Award. Please be sure to update any website(s). You can cut and paste the new terms and conditions by clicking here.

Marriott’s Use of Social Media Captures Media Attention

A recent episode of PBS's Nightly Business Report featured an interview with Kathleen Matthews, executive vice president of global communications for Marriott International.

Marriott Builds Brands for the Future...Click here to find out more.

http://www.youtube.com/watch?v=UBuxAQM8xwU

Openings & Renovations

Marriott Openings

Caribbean/Latin America Gets More of the Marriott Treatment.

Marriott continues its global growth, announcing five new hotels for the Caribbean/Latin American region. “We are excited by the range of travel experiences these five properties will represent and that, with the exception of the Courtyard hotel in Suriname, all are additional properties in countries in which we are already operating, thereby enabling us to give local and long distance travelers more opportunities to experience the Marriott International brand of lodging hospitality in these countries,” said Ed Fuller, president and managing director of international lodging for Marriott International.

- Courtyard by Marriott Guayaquil, Ecuador, opening in 2008
- Courtyard by Marriott San Pedro Sula, Honduras, opening in 2010
- Cuzco Marriott Hotel, Peru, opening in 2010
- Courtyard by Marriott Paramaribo, Suriname, opening in 2010
- Residence Inn by Marriott Port of Spain, Trinidad, opening in 2010

Alabama:
Residence Inn Birmingham Hoover

Florida:
Residence Inn Melbourne
Fairfield Inn & Suites Titusville
Marriott is leaps and bounds ahead of large corporations when it comes to social media. Here's an excerpt:

DARREN GERSH, NIGHTLY BUSINESS REPORT CORRESPONDENT: ... Thousands of people have already forked over their cell phone numbers, eagerly awaiting Obama's VP message. And that's the kind of math corporate communicators understand. Marriott started texting, using the social networking site Twitter just a few months ago and Marriott's communications guru, Kathleen Matthews, says other businesses should join the campaign.

KATHLEEN MATTHEWS: I think, like the presidential candidates, corporations are realizing that you have lots of new media channels where you can talk to your customers and you've got to take advantage of them.

GERSH: Marriott is on YouTube, Facebook and now, text. It's a way to reach those young people glued to their cell phones.

MATTHEWS: If you're sending a message to people through these kind of relevant new channels, as a company, you look like you're relevant and new.

More Social Media News: Other Companies Catching Up to Marriott

Marriott's social media activities reflect the nimbleness and forward-thinking nature of a much smaller company, especially when it comes to blogging. A new study by the University of Massachusetts Dartmouth Center for Marketing Research compares corporate adoption of social media between Inc. 500 and Fortune 500 companies. Only 11.6% of the Fortune 500, of which Marriott is a member, currently have a public blog, while 39% of the Inc. 500 are blogging. Given this statistical significance, this research proves conclusively that social media have penetrated parts of the business world at a tremendous speed, while others are lagging. Here's Bill Marriott's take, in his September 2 posting, on whether or not Senator McCain should jump on the blogging bandwagon and provides perspective on why Bill thinks conquering the new media frontier is important: "The Internet and new media is playing a big role in the 2008 U.S. Presidential elections. Barack Obama has certainly taken it to new heights when he revealed his vice presidential running mate through text message. John McCain has gotten some grief because he's not very comfortable using a computer, especially to communicate. I can certainly understand his reluctance as I'm a Neanderthal when it comes to technology. But, based on my experience, I'd tell John McCain to become a blogger because launching a blog has proven to be very successful for me. I'm able to talk with our guests and our associates about whatever I want, and people can talk back to me. I think blogging brings people together, and I think that's what campaigning is all about. It's a conversation - an exchange of ideas."

Marriott Resort Recognized For Environmental Excellence

Hotels Magazine recently reported that JW Marriott Starr Pass Resort & Spa in Tucson, AZ has taken extraordinary measures to reduce environmental impacts by adjusting any areas of the resort that may result in adverse conditions. While many green advocates don't consider golf an especially green activity, the golf program at the resort recently achieved designation as a Certified Audubon
Cooperative Sanctuary through the Audubon Cooperative Sanctuary Program for Golf Courses, an Audubon International program. In fact, Starr Pass is the thirteenth Marriott Golf property to receive this honor.

Courtyard Hua Hin at Cha am Beach

Turkey:
Istanbul Marriott Hotel Asia

Marriott Renovations

Arizona:
JW Marriott Starr Pass Resort & Spa Tucson

Massachusetts:
Boston Marriott Newton

Pennsylvania:
Philadelphia Marriott Downtown

Hungary:
Budapest Marriott Hotel

The Full Incentive Awards Menu

People don't dream about deluxe pen sets or personalized luggage. But a free trip will set their hearts and minds racing. That's why corporate incentive managers are turning to individual incentive travel programs in increasing numbers. When you work with Marriott, you're partnered with one of the most respected brand names in the business. No other hotel group can offer such a wide choice of rewards to such a vast range of destinations.

To learn more about our portfolio click here www.marriott.com/incentives

Do You Have a Question About One of Our Products? Call Us—We Are Happy to Assist You:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greg Whitacre</td>
<td>Sr. Director of Global Sales</td>
<td>301-380-7152</td>
</tr>
<tr>
<td>Leigh Anne Ambrose</td>
<td>Sr. Director of Global Marketing</td>
<td>301-380-1437</td>
</tr>
<tr>
<td>Maria DellaCamera</td>
<td>Dir. Mktg Planning &amp; Communications</td>
<td>301-380-8220</td>
</tr>
<tr>
<td>Peggy Whitman, CITE</td>
<td>Sr. Manager, Western US Regional Sales Office</td>
<td>208-765-6868</td>
</tr>
<tr>
<td>Traci Samalis</td>
<td>Midwest Regional Sales Manager</td>
<td>262-878-9616</td>
</tr>
<tr>
<td>Constance Hoffman</td>
<td>Western Regional Sales Manager</td>
<td>310-798-1523</td>
</tr>
<tr>
<td>Tarsha Calloway</td>
<td>Southeast Regional Sales Manager</td>
<td>404-344-5344</td>
</tr>
<tr>
<td>Dotty Beverley</td>
<td>MidAtlantic Regional Sales Manager</td>
<td>301-380-8211</td>
</tr>
<tr>
<td>MaryJean Spencer</td>
<td>Marketing Manager</td>
<td>301-380-5096</td>
</tr>
<tr>
<td>Yvette McLaren</td>
<td>Marketing Manager</td>
<td>301-380-7182</td>
</tr>
<tr>
<td>Julian Bonnett</td>
<td>Sales Manager, London</td>
<td>011-44-207-012-7052</td>
</tr>
<tr>
<td>Andreas Mueller</td>
<td>Head of Individual Incentives, Continental Europe</td>
<td>+ 49 6196 496 214</td>
</tr>
<tr>
<td>Luca Lavigna</td>
<td>Sales &amp; Mktg Executive, London</td>
<td>011-44-207-012-7053</td>
</tr>
<tr>
<td>Roberta Stiavelli</td>
<td>Sales &amp; Mktg Executive, London</td>
<td>011-44-207-012-7054</td>
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Please do not respond to this message. For questions about Marriott Individual Incentives, please contact a sales manager at 1-800-835-7754 or send an e-mail to: marriott.incentives@marriott.com.
Additionally, if you do not wish to receive e-mail updates on your Marriott Rewards account and offers from Marriott Rewards and Marriott.com, please go to https://marriott.com/profile/email/unsubscribeChallenge.mi.