

For Immediate Release

Marriott Vacation Club Debuts Innovative “clubTHRIVE” Experience to Owners and Guests at Palm Desert Resorts

Palm Desert, Calif. – November 21, 2014 – Marriott Vacation Club hosted launch events at Marriott’s Desert Springs Villas and Marriott’s Shadow Ridge resorts to unveil the brand’s latest resort experience offering, clubTHRIVESM by Marriott Vacation Club. The innovative and complimentary program is designed as a way to help break the stress of daily life that many owners and guests carry with them on vacation and provide opportunities to benefit both their physical and mental well-being throughout their vacation.

The launch events held over two days provided opportunities for resort guests and associates to participate in experiences that focused on the four key elements of the program – refuel, renew, move and explore. The day included healthy food samplings that can be made in a villa kitchen, instructor-led classes from aqua fitness in the resort pool, a fresh air fitness class, stretching and relaxation classes, a clubTHRIVESM 5K walk or jog event at the resorts and culminated in a closing celebration which included prizes and awards enjoyed by owners, guests and associates.

“We launched clubTHRIVE on Hilton Head Island earlier this month where our brand was started more than 30 years ago, and I’m delighted to see the program rolled out in another highly popular destination for us in Palm Desert,” said Cliff Delorey, executive vice president and chief resort experience officer, Marriott Vacations Worldwide. “Marriott Vacation Club is a recognized brand leader and innovator and clubTHRIVE offers our owners and guests a convenient, customized, health focused and fun way to unwind and enjoy their time at our resorts even more,” said Delorey.

What makes clubTHRIVESM unique is that it is completely customizable to the wants and needs of owners and guests and blends self-directed experiences with instructor lead classes based on the four elements:

- **Refuel:** Providing well balanced food and beverage choices and education on nutritional values.
- **Renew:** Helping owners and guests achieve a “vacation mindset” through physical and sensory experiences.
- **Move:** Offering cardio, strength and toning programs designed to be fun and as an alternative to a typical gym workout.
- **Explore:** Providing opportunities to experience the resorts’ locale in ways that are healthy, educational and fun.

Additional clubTHRIVESM launches will take place at Marriott Vacation Club resorts in South Florida and Hawaii by early January with continued roll-out worldwide during 2015.

About Marriott Vacation Club

Marriott Vacation Club is a global leader in vacation ownership with over 415,000 Owners, a diverse portfolio of 54 resorts and more than 12,000 timeshare villas throughout the U.S., Caribbean, Europe and Asia. Marriott Vacation Club is a brand of Marriott Vacations Worldwide Corporation, the leading global pure-play vacation ownership company. For more information please visit www.marriottvacationclub.com or nightly rentals visit www.marriott.com. Follow us on Twitter at www.twitter.com/MarriottVacClub and find us on Facebook at www.facebook.com/marriottvacationclub.

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