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HOLIDAY INN CLUB VACATIONS™ GOES GOLD AT 2010 ARDA CONVENTION Ten Outstanding People and Projects Selected as Industry's "Best in Class"

ORLANDO (Mar. 18, 2010) – Last night at the American Resort Development Association's (ARDA) 2010 Convention & Exposition in Las Vegas, 10 people and projects nominated under the Holiday Inn Club Vacations brand achieved the highest honor in the timeshare industry: the ARDA Gold.

Holiday Inn Club Vacations' ARDA Gold winners this year include the following people:

- Peter Menges, Marketing Management Executive
- Joanna Lambert, Sales Management Executive
- Marc Shaw, Sales Trainer
- Mike Blank, Salesperson – In-House
- Taciana Quiles, Administrative Staff Member
- Shawn Boschert, Resort Assistant Manager
- Clifford Black, Resort Staff Member
- Tim Williams of Gatorland®, Vendor / Supplier Staff Member

And the following projects in the Advertising and Promotions category:

- *Lifetimes* owner newsletter – Fall 2009, Newsletter Print Format
- Shop. Dine. Play. Golf Campaign, Integrated Marketing Campaign

Timeshare developer Orange Lake Resorts, with more than 25 years in the industry, has been a member of ARDA since 1982. Since Orange Lake's strategic marketing alliance with IHG (InterContinental Hotels Group) in September of 2008, the company has submitted their nominations for the highly esteemed ARDA Awards under the Holiday Inn Club Vacations brand. This year's performance at the 2010 ARDA Convention was a company record.

Holiday Inn Club Vacations has already hired more than 500 employees year to date across their resorts and have more than 100 open positions at their Orlando, Fla. and Myrtle Beach, S.C. locations.

For more information on career opportunities with Holiday Inn Club Vacations, contact Carolyn Argo at 407.905.1456.

About Holiday Inn Club Vacations

Holiday Inn Club Vacations was created in September 2008 as a strategic alliance between IHG, the world's largest hotel company, and Orange Lake Resorts, a leader within the timeshare industry with more than 25 years of proven success. Holiday Inn Club Vacation's flagship property in Orlando, located next to Walt Disney World® Resort, was established in 1982 by Holiday Inn founder Kemmons Wilson. A 1,450-acre golf, water park and sports resort, Holiday Inn Club Vacations at Orange Lake Resort includes 2,478 villas and plans for expansion to 4,500 villas. Other member resort locations include Lake Geneva, Wis., Panama City, Fla. Brownsville, Vt., Myrtle Beach, S.C., and Gatlinburg, Tenn.

Through IHG's guest loyalty program, Priority Club® Rewards, guests renting villas will earn Priority Club points during their stays at Holiday Inn Club Vacations, which they can redeem for free nights at IHG properties or exchange for merchandise and special experiences. Holiday Inn Club members enjoy access to Holiday Inn Club Vacations resorts and IHG's network of more than 4,400 hotels worldwide. Holiday Inn Club Vacations will continue to expand their Member Resorts to top North American destination locations. For more information on Holiday Inn Club Vacations, visit www.hiclubvacations.com.

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