

THE RITZ-CARLTON
REWARDS

Marriott
REWARDS
.....

spg Starwood
Preferred
Guest

THREE BRANDS, ONE PROGRAM MARKETING GUIDELINES

March 26, 2018

THREE BRANDS, ONE PROGRAM MARKETING GUIDELINES

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OVERVIEW

OVERVIEW

Purpose of Guidelines



THIS INTERIM DOCUMENT IS FOR INTERNAL USE ONLY.
DO NOT USE THIS LANGUAGE IN MEMBER-FACING COMMUNICATIONS.

In August, the Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® loyalty brands will come together to become one program. This will be announced to members, associates and the media on April 16, 2018, at 4:30 p.m. EDT.

These marketing guidelines are your road map to help you understand and communicate these significant, complex changes to our members — from the April 16 announcement, through early 2019, when we will unveil the program's new name.

Through it all, we promise two things: clear, open, honest communication with all members, and continued dedication to recognizing and rewarding their loyalty.

Together, we'll inform and prepare our members for all the changes — in transparent detail — so they can take advantage of every earning and redemption opportunity at our more than 6,500 hotels.

August will be a monumental turning point to celebrate with our members — starting with the April announcement.

OVERVIEW

Guiding Principles

BE TRANSPARENT.

Communicate program changes clearly, openly and honestly.

STAY POSITIVE.

Change isn't always easy. Communicate changes in a positive way to help guide members through the transition. Make sure to help members understand that the changes will provide easier access to even more opportunities worldwide.

KEEP IT SIMPLE.

Some program changes are complex. Avoid jargon and getting overly detailed when it's unnecessary.

BE ON BRAND.

For now, Marriott Rewards, The Ritz-Carlton Rewards and SPG will maintain their separate names, styles, voices and tones for all communications until early 2019 — when the new program name and look will be launched.

OVERVIEW

Program Changes



INTERNAL USE ONLY. DO NOT USE THIS LANGUAGE IN MEMBER-FACING COMMUNICATIONS.

TOGETHER, WE'LL GIVE MEMBERS MORE.

In August, Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® will become one powerful program to give our members more. We'll keep our three names until we introduce a new name in early 2019. Members and guests can explore all the changes at **members.marriott.com** (to be live starting April 16).



One Extraordinary Portfolio.

- Earn and redeem points at more than 6,500 hotels across 29 brands.
- Seamless access to everything through our websites, apps and when you call Member Support.
- Enjoy incredible stays for every travel occasion, in every destination.



One Benefits Chart.

- The exclusive benefits of 6 tiers are easy to find on one benefits chart.
- Elevated Elite benefits and consistent Elite status recognition at all hotels across 29 brands.
- Only Elite Qualifying Nights count toward status — stays do not.



One Currency.

- Earn one currency: points.
- Earn 10 points per US\$1 spent at hotels — 5 points per US\$1 at extended-stay brands.
- Earn on full folio (e.g., room, spa, and F&B).
- SPG Starpoints® will be multiplied by 3 during a one-time conversion.



One Free Night Award Chart.

- Redeem points in Category 1-7 hotels with standard pricing.
- Category 8, plus off-peak and peak pricing, will be added in 2019.
- No blackout dates. Ever.



One Account.

- Ability to merge accounts from each program into one.
- Simplified experience — one account, profile, login, points balance and Elite-night balance.



One Partner List.

- 100,000 Moments experiences to discover.
- 40+ airline partners with a 3 points: 1 mile transfer ratio.
- Combined collection of opportunities to earn and redeem — including gift cards, charities, merchandise and more.

OVERVIEW

Timeline of Communications



DO NOT COMMUNICATE THIS INFORMATION TO MEMBERS BEFORE 4:30 P.M. EDT ON APRIL 16, 2018.

APRIL 16, 2018

Announcement at 4:30 p.m. EDT

- Member communications detailing upcoming program changes
- Associate communications
- Global member and media events

AUGUST 2018

Loyalty Day 1 Launch (Three Brands, One Program)

- Members can merge points and nights into one account
- Program changes and loyalty benefits go live

EARLY 2019

Launch of New Program Name and Branding

Updated Free Night Award Chart

- Category 8 and off-peak/peak redemption rates go live

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Q1

MAY–DECEMBER 2018

Member Education Series

- Targeted communications to help members understand program changes and benefits
 - May: New Award Chart
 - June: New Elite Tiers/Lifetime Status
 - July: Account, Currency, etc.
 - August–December: Benefits Reminders

Associate Training (Hotel and CEC)

- Launches in unison with member education series

OVERVIEW

Level of Communication Detail by Channel

PROGRAM CHANGES WILL BE COMMUNICATED IN EVERYTHING WE DO.

All announcement placements and materials will drive members to the site for full detailed changes: **members.marriott.com** (to be live starting April 16).



DIGITAL PLACEMENTS:

- Web Banners
- App Banners
- Social Media



IN-HOTEL MATERIALS:

- Member Handout
- Associate Talking Points



TARGETED EMAILS AND DM:

- Announcement email
- Educational emails and DM



MEMBERS.MARRIOTT.COM:

- Contains the most significant program changes, tier status updates, award and benefits charts, and FAQs.

OVERVIEW OF BENEFIT CHANGES

OVERVIEW OF BENEFIT CHANGES

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Tiers and Benefits



DO NOT COMMUNICATE THIS INFORMATION TO MEMBERS BEFORE 4:30 P.M. EDT ON APRIL 16, 2018.

	SPG CURRENT	MARRIOTT REWARDS/ THE RITZ-CARLTON REWARDS CURRENT	AUGUST 2018
(TIER 1) 0-9 NIGHTS/YEAR	PREFERRED <ul style="list-style-type: none"> Complimentary In-Room Internet Access Member Rates Mobile Check-In/Services 	REWARDS MEMBER <ul style="list-style-type: none"> Complimentary In-Room Internet Access Member Rates Mobile Check-In/Services 	MEMBER <ul style="list-style-type: none"> Complimentary In-Room Internet Access Member Rates Mobile Check-In/Services
(TIER 2) 10 NIGHTS/YEAR	N/A	SILVER ELITE <ul style="list-style-type: none"> 20% Bonus Priority Late Checkout Ultimate Guarantee 	SILVER ELITE Enjoy all the benefits of Member, plus: <ul style="list-style-type: none"> 10% Bonus Priority Late Checkout Ultimate Reservation Guarantee (No Walk Policy) Dedicated Elite Reservation Line
(TIER 3) 25 NIGHTS/YEAR	GOLD <ul style="list-style-type: none"> 50% Bonus Room Upgrade Gold Welcome Gift: Points, Complimentary In-Room Premium Internet Access or Beverage 4 p.m. Late Checkout 	N/A	GOLD ELITE Enjoy all the benefits of Silver Elite, plus: <ul style="list-style-type: none"> 25% Bonus Complimentary Enhanced In-Room Internet Access Gold Welcome Gift of Points (250/500 Points, Varies by Brand) 2 p.m. Late Checkout (Based on Availability) Enhanced Room Upgrade (Based on Availability)¹
(TIER 4) 50 NIGHTS/YEAR	PLATINUM <ul style="list-style-type: none"> 50% Bonus Room Upgrade 72-Hour Guarantee Platinum Welcome Gift: Points, Breakfast or Amenity Lounge Access Complimentary In-Room, Premium Internet Access Choice of Benefit: Suite Night Awards™ or Gift Option 	GOLD ELITE <ul style="list-style-type: none"> 25% Bonus Room Upgrade Lounge Access/Breakfast 4 p.m. Late Checkout Complimentary Enhanced In-Room Internet Access 	PLATINUM ELITE Enjoy all the benefits of Gold Elite, plus: <ul style="list-style-type: none"> 50% Bonus Platinum Welcome Gift (Choice of 500/1,000 Points, Breakfast Offering or Amenity, Varies by Brand) Lounge Access (with Breakfast — at JW Marriott®, Marriott Hotels®, Delta Hotels by Marriott™, Autograph Collection® Hotels, Renaissance® Hotels, Sheraton®, Westin®, Le Méridien®); Excludes Resorts 4 p.m. Late Checkout² Annual Choice Benefit (5 Suite Night Awards or Gift Option)³ Enhanced Room Upgrade, Including Select Suites (Based on Availability)⁴ Guaranteed Room Type⁵
(TIER 5) 75 NIGHTS/YEAR	PLATINUM (WITH 75 NIGHTS) All the Benefits of Platinum, plus: <ul style="list-style-type: none"> 100% Bonus Your24™ 	PLATINUM ELITE <ul style="list-style-type: none"> 50% Bonus 48-Hour Guarantee Platinum Welcome Gift 	PLATINUM PREMIER ELITE Enjoy all the benefits of Platinum Elite, plus: <ul style="list-style-type: none"> 75% Bonus 48-Hour Guarantee Additional Choice Benefit (5 Suite Night Awards or Gift Option)⁶
(TIER 6) 100 NIGHTS/YEAR (and \$20,000 revenue)	PLATINUM (WITH 100 NIGHTS) All the Benefits of Platinum (with 75 nights), plus: <ul style="list-style-type: none"> Ambassador Service 	UNPUBLISHED <ul style="list-style-type: none"> 50% Bonus Ambassador Service (Pilot) All Platinum Premier Benefits 	PLATINUM PREMIER ELITE⁷ Enjoy all the benefits of Platinum Premier Elite, plus: <ul style="list-style-type: none"> Ambassador Service Your 24™

¹Enhanced rooms are rooms on higher floors, corner rooms, newly renovated rooms and rooms with preferred views. Enhanced rooms do not include suites. Not offered at Aloft® or ElementSM hotels. ²Resorts and convention hotels exempt. ³Annual Choice Benefit at 50 nights: 5 Suite Night Awards, 40% off mattress, gift Silver Elite status, 5 Elite Night Credits or \$100 charity donation. ⁴Platinum Elite members receive upgrades to the best available rooms, including Select Suites, subject to availability for the entire length of stay at time of check-in. Not offered at Aloft or Element hotels. ⁵Guaranteed Room Type: US & Canada honors bed type for Platinum Elite members, and above. All other regions offer room type for Platinum Elite members, while Platinum Premier Elite, and above, are honored with bed and room type. ⁶Annual Choice Benefit at 75 nights: 5 Suite Night Awards, 40% off mattress, gift Gold Elite status, 5 Elite Night Credits, \$100 charity donation or a Free Night Certificate. ⁷At 100 nights and \$20,000 in spend, Platinum Premier Elite members are recognized within marketing communications as having an ambassador.

Suite Night Awards not available at hotels that do not/will not have GXP on property (for example: Protea Hotels®, manual hotels and RC until sometime in 2019 + some MSB brands, timing TBD)

OVERVIEW OF BENEFIT CHANGES

Lifetime Tiers



DO NOT COMMUNICATE THIS INFORMATION TO MEMBERS BEFORE 4:30 P.M. EDT ON APRIL 16, 2018.

SPG CURRENT	MARRIOTT REWARDS/ THE RITZ-CARLTON REWARDS CURRENT	AUGUST 2018
N/A	LIFETIME SILVER 250 Nights + 1.2M Points	LIFETIME SILVER ELITE 250 Lifetime Nights + 5 Years
SPG LIFETIME GOLD 250 Lifetime Nights + 5 Years Elite	N/A	LIFETIME GOLD ELITE 400 Lifetime Nights + 7 Years
SPG LIFETIME PLATINUM 500 Lifetime Nights + 10 Years Platinum	LIFETIME GOLD 500 Nights + 1.6M Points	LIFETIME PLATINUM ELITE 600 Lifetime Nights + 10 Years
N/A	LIFETIME PLATINUM 750 Nights + 2M Points	LIFETIME PLATINUM PREMIER ELITE Only for existing Lifetime Platinum Rewards members — not achievable for other members.

Lifetime status will follow the SPG nights and tenure structure. Current Lifetime members will be mapped to their new Lifetime tier with existing benefits. Years of tenure is based on achievement at that level, plus any years at a higher tier level (e.g., tenure at Gold status would count years at Gold and Platinum statuses, but not Silver status). If member achieved Elite status in both SPG and Rewards programs in same calendar year, both will count toward tenure.

HERE'S WHAT WILL HAPPEN WITH EXISTING LIFETIME MEMBERS IN AUGUST:

SPG

- Lifetime Gold members map to Lifetime Gold Elite status
- Lifetime Platinum members map to Lifetime Platinum Elite status

MARRIOTT REWARDS/THE RITZ-CARLTON REWARDS

- Lifetime Silver Elite members map to Lifetime Silver Elite status
- Lifetime Gold Elite members map to Lifetime Platinum Elite status
- Lifetime Platinum Elite members are grandfathered into Lifetime Platinum Premier Elite status

OVERVIEW OF BENEFIT CHANGES

Free Night Award Chart



DO NOT COMMUNICATE THIS INFORMATION TO MEMBERS BEFORE 4:30 P.M. EDT ON APRIL 16, 2018.

CATEGORY	OFF-PEAK <small>COMING IN 2019</small>	STANDARD <small>(live August 2018)</small>	PEAK <small>COMING IN 2019</small>
1	5,000	7,500	10,000
2	10,000	12,500	15,000
3	15,000	17,500	20,000
4	20,000	25,000	30,000
5	30,000	35,000	40,000
6	40,000	50,000	60,000
7	50,000	60,000	70,000
8 <small>COMING IN 2019</small>	70,000	85,000	100,000

- Full chart will be communicated on April 16, however only standard redemption rates for Category 1–7 will be available to book starting August 2018.
- Peak, off-peak and Category 8 redemption rates will be available to book in early 2019.
- Redemption bookings made at current rates will be honored if booked before peak, off-peak and Category 8 rates take effect.

CONTENT

CONTENT

Reference Guide to Create Multibrand Communications

Use this page as a reference guide to find what you need to create public-facing communications.

**BROWN
BOLD, C**

TYPOGRAPHY

See page 16



ICONOGRAPHY

See pages 24–25

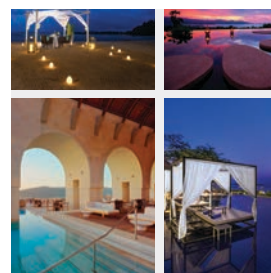
Headline: One Program. Endless Inspi
Subhead: Explore program changes cor

Body Copy: Starting in August, Marriott
Ritz-Carlton Rewards and SPG will com
powerful program. For now, our names
we'll consolidate everything else to give
more opportunities, including:

- Stay with our extraordinary collection
29 brands — more hotels where you w
- Enjoy elevated Elite benefits and cons
recognition at all hotels.

COPY

See pages 17–20



HOTEL PHOTOGRAPHY

See pages 26–35



COLOR PALETTE

See pages 21–23



LOGO LOCKUP

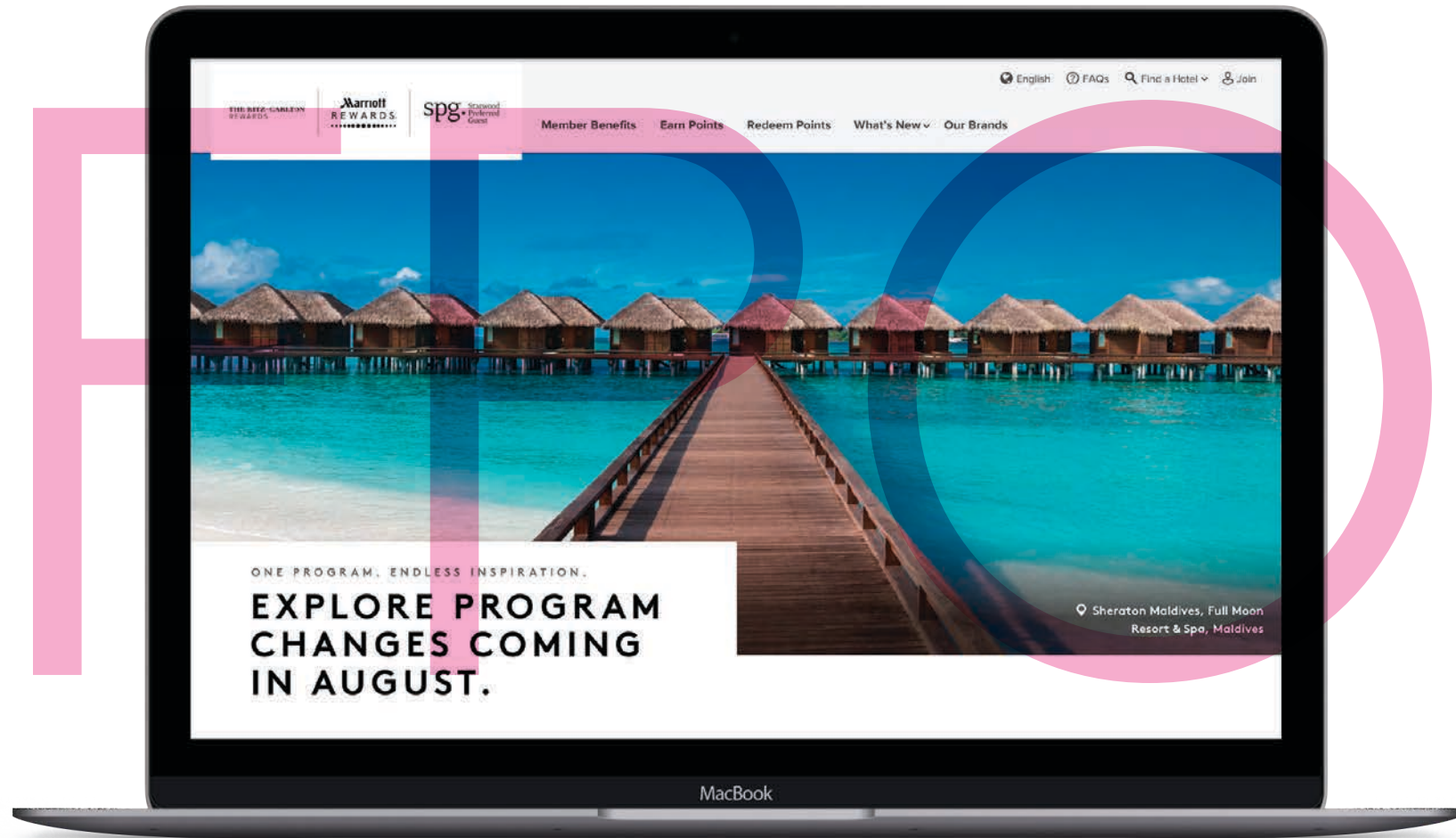
Download assets at:

<https://app.box.com/s/3em6uo8b51czrybwtupj67a8mhrengw0>

CONTENT

Member site — members.marriott.com

ALL PROGRAM CHANGES. ALL IN ONE PLACE.



CONTENT

Typography — For Multibrand Communications Only

Use the Brown font on all multibrand communications. Use approved program fonts on single-program communications.

HEADLINE
Tracking: 40–60 pt

**BROWN STD BOLD,
ALL CAPS**

SUBHEAD
Size: 16/19

Brown Std Regular, sentence case (web)
Arial Bold, sentence case (email)

BODY COPY
Size: 13/16

Brown Std Regular (web)
Arial Regular (email)

TEXT LINK
Size: 13/16

Brown Std Bold (web)
Arial Bold (email)

CONTENT

Copy

LONG COPY

Headline:

One Program. Endless Inspiration.

Subhead:

Explore changes coming in August.

Body Copy:

This August, Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® will become one powerful program. Individual program names will stay the same until 2019, but we'll consolidate everything else to give you easier access and more opportunities.

Soon, you'll:

- Earn and redeem with 6,500 extraordinary hotels across 29 brands — more hotels where you want to go.
- Enjoy elevated Elite benefits and consistent Elite status recognition at all hotels across 29 brands.
- Simplify your experience — one account, profile, login, points balance and Elite-night balance.
- Seamlessly access everything through our websites and apps, and when you call Member Support.

Now's the time to explore **members.marriott.com** and discover what the changes mean for you. In the meantime, continue to book, stay and earn with us as you do today. Then, beginning in August, you can start taking advantage of the new program.

CTA:

See what's new >

(links to members.marriott.com)

CONTENT

Copy (cont.)

MEDIUM COPY

Headline:

One Program. Endless Inspiration.

Body Copy:

In August, Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® will be one program to give you easier access and more opportunities to:

- Earn and redeem with 6,500 extraordinary hotels across 29 brands — more hotels where you want to go.
- Enjoy elevated Elite benefits and consistent Elite status recognition at all hotels across 29 brands.
- Simplify your experience — one account, profile, login, points balance and Elite-night balance.
- Seamlessly access everything through our websites and apps, and when you call Member Support.

CTA:

See what's new >

(links to members.marriott.com)

CONTENT

Copy (cont.)

SHORT COPY

Headline:

One Program. Endless Inspiration.

Body Copy:

In August, we'll become one program to give you easier access and more opportunities to:

- Earn and redeem with 6,500 hotels across 29 brands.
- Enjoy elevated Elite benefits and consistent Elite status at all hotels across 29 brands.
- Simplify to one account, profile, login, points balance and Elite-night balance.
- Seamlessly access everything — websites, apps, and when you call Member Support.

CTA:

See what's new >

(links to members.marriott.com)

CONTENT

Copy (cont.)

SHORTEST COPY

Soon we'll be one program. Explore what will change at **members.marriott.com**.

Explore program changes coming in August >

See how our three loyalty programs will become one in August >

Our three programs will be one in August. See what it means for you >

Soon we'll share one powerful program. See what will be new >

Three world-class loyalty programs will become one this August >

Discover one program with 6,500 extraordinary hotels this August >

Explore 6,500 extraordinary hotels through one program this August >

(The above CTAs link to members.marriott.com)

CONTENT

Color Palette

Here are the approved specifications for all tier colors.

	MR MEMBER	SPG MEMBER	SILVER ELITE	GOLD ELITE	PLATINUM ELITE	PLATINUM PREMIER ELITE	PLATINUM PREMIER ELITE*
DIGITAL	HEX: #005AA3 RGB: 0 - 90 - 163	HEX: #3E3061 RGB: 62 - 48 - 97	HEX: #575757 RGB: 87 - 87 - 87	HEX: #675428 RGB: 103 - 84 - 40	HEX: #5A5454 RGB: 90 - 84 - 84	HEX: #4E595F RGB: 78 - 89 - 95	HEX: #4E595F RGB: 78 - 89 - 95
PRINT	PMS: 2925 CMYK: 73 - 31 - 0 - 0	PMS: 269 CMYK: 81 - 96 - 26 - 13	PMS: METALLIC 877 CMYK: 47 - 38 - 38 - 2	PMS: METALLIC 8384 CMYK: 33 - 44 - 86 - 10	PMS: METALLIC 8001 CMYK: 47 - 39 - 41 - 4	PMS: METALLIC 8240 CMYK: 54 - 36 - 34 - 2	PMS: METALLIC 8240 CMYK: 54 - 36 - 34 - 2
	MEMBER	MEMBER	10 NIGHTS	25 NIGHTS	50 NIGHTS	75 NIGHTS	100 NIGHTS



















When creating multibrand communications, use black, white and gray. Avoid overusing SPG purple or Marriott Rewards Blue and do not introduce new colors not listed here.

*At 100 nights, Platinum Premier Elite members are recognized within marketing communications as having an ambassador.

CONTENT

Color Palette — Digital (cont.)

Digital color sets help achieve a richer tone and differentiate the tiers. Each color set includes a gradient for subtle use.

























TIERS	COLORS	ADA-COMPLIANT DIGITAL TEXT		GRADIENTS
MR MEMBER	<p>MR MEMBER (PRIMARY TIER COLOR) #005AA3 RGB: 0 - 90 - 163</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #B2D8F8 RGB: 178 - 216 - 248</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #004985 RGB: 0 - 73 - 133</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>MR MEMBER #005AA3 RGB: 0 - 90 - 163</p>	 <p>#005AA3 RGB: 0 - 90 - 163</p> <p>#004985 RGB: 0 - 73 - 133</p>
SPG MEMBER	<p>SPG MEMBER (PRIMARY TIER COLOR) #3E3061 RGB: 62 - 48 - 97</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #BEA7E5 RGB: 190 - 167 - 229</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #31264D RGB: 49 - 38 - 77</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>SPG MEMBER #3E3061 RGB: 62 - 48 - 97</p>	 <p>#3E3061 RGB: 62 - 48 - 97</p> <p>#31264D RGB: 49 - 38 - 77</p>
SILVER ELITE	<p>SILVER ELITE (PRIMARY TIER COLOR) #575757 RGB: 87 - 87 - 87</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #C7C7C7 RGB: 199 - 199 - 199</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #3D3D3D RGB: 61 - 61 - 61</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>SILVER ELITE #575757 RGB: 87 - 87 - 87</p>	 <p>#575757 RGB: 87 - 87 - 87</p> <p>#3D3D3D RGB: 61 - 61 - 61</p>
GOLD ELITE	<p>GOLD ELITE (PRIMARY TIER COLOR) #675428 RGB: 103 - 84 - 40</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #EBD2A2 RGB: 235 - 210 - 162</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #483C1E RGB: 72 - 60 - 30</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>GOLD ELITE #675428 RGB: 103 - 84 - 40</p>	 <p>#675428 RGB: 103 - 84 - 40</p> <p>#483C1E RGB: 72 - 60 - 30</p>
PLATINUM ELITE	<p>PLATINUM ELITE (PRIMARY TIER COLOR) #5A5454 RGB: 90 - 84 - 84</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #C0C0C0 RGB: 192 - 192 - 192</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #403C3C RGB: 64 - 60 - 60</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>PLATINUM ELITE #5A5454 RGB: 90 - 84 - 84</p>	 <p>#5A5454 RGB: 90 - 84 - 84</p> <p>#403C3C RGB: 64 - 60 - 60</p>
PLATINUM PREMIER ELITE	<p>PLATINUM PREMIER ELITE (PRIMARY TIER COLOR) #4E595F RGB: 78 - 89 - 95</p> <p>LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* #C0C0C0 RGB: 192 - 192 - 192</p> <p>DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) #394146 RGB: 57 - 65 - 70</p>	<p>TEXT OVER TIER COLOR</p>  <p>WHITE #FFFFFF RGB: 255 - 255 - 255</p>	<p>TEXT OVER WHITE</p>  <p>PLATINUM PREMIER ELITE #4E595F RGB: 78 - 89 - 95</p>	 <p>#4E595F RGB: 78 - 89 - 95</p> <p>#394146 RGB: 57 - 65 - 70</p>

*Graphic elements consist of lines, iconography and other decorative elements. Accent color should not be used as a background or in text that needs to pass ADA compliance guidelines.

CONTENT

Color Palette — Print (cont.)

Print color sets help achieve a richer tone and differentiate the tiers. Each color set includes a gradient for subtle use.

TIERS	COLORS	GRADIENTS
MR MEMBER	<p> MR MEMBER (PRIMARY TIER COLOR) PMS: 2925 CMYK: 73 - 31 - 0 - 0</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 27 - 6 - 0 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 90 - 48 - 0 - 0</p>	 <p>▲ CMYK: 73 - 31 - 0 - 0 ▲ CMYK: 90 - 48 - 0 - 0</p>
SPG MEMBER	<p> SPG MEMBER (PRIMARY TIER COLOR) PMS: 269 CMYK: 81 - 96 - 26 - 13</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 23 - 36 - 0 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 87 - 91 - 40 - 38</p>	 <p>▲ CMYK: 81 - 96 - 26 - 13 ▲ CMYK: 87 - 91 - 40 - 38</p>
SILVER ELITE	<p> SILVER ELITE (PRIMARY TIER COLOR) PMS: METALLIC 877 CMYK: 47 - 38 - 38 - 2</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 22 - 17 - 17 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 69 - 62 - 61 - 52</p>	 <p>▲ CMYK: 47 - 38 - 38 - 2 ▲ CMYK: 69 - 62 - 61 - 52</p>
GOLD ELITE	<p> GOLD ELITE (PRIMARY TIER COLOR) PMS: METALLIC 8384 CMYK: 33 - 44 - 86 - 10</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 7 - 16 - 40 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 53 - 61 - 94 - 55</p>	 <p>▲ CMYK: 33 - 44 - 86 - 10 ▲ CMYK: 53 - 61 - 94 - 55</p>
PLATINUM ELITE	<p> PLATINUM ELITE (PRIMARY TIER COLOR) PMS: METALLIC 8001 CMYK: 47 - 39 - 41 - 4</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 25 - 20 - 20 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 65 - 64 - 61 - 52</p>	 <p>▲ CMYK: 47 - 39 - 41 - 4 ▲ CMYK: 65 - 64 - 61 - 52</p>
PLATINUM PREMIER ELITE	<p> PLATINUM PREMIER ELITE (PRIMARY TIER COLOR) PMS: METALLIC 8240 CMYK: 73 - 54 - 50 - 27</p> <p> LIGHT TONE (USED AS ACCENT IN GRAPHIC ELEMENTS)* CMYK: 25 - 20 - 20 - 0</p> <p> DARK TONE (USED IN GRADIENT WITH PRIMARY TIER COLOR) CMYK: 74 - 62 - 56 - 44</p>	 <p>▲ CMYK: 73 - 54 - 50 - 27 ▲ CMYK: 77 - 62 - 56 - 46</p>

*Graphic elements consist of lines, iconography and other decorative elements. Accent color should not be used as a background

CONTENT

Iconography

These icons are not comprehensive of all iconography across all channels. Only use these icons to support key messaging that speaks to program changes.



Ambassador
Service



Arrival Gift



Best Rate
Guarantee



Bonus Points



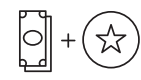
Book



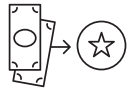
Breakfast
Offering



Car Rental



Cash & Points



Cash for Points



Charity Partners



Choice Benefit



Create Account



Credit Card



Cruise



Currency
Converter



Destinations



Dining



Donate Points



Elite Night Credit



Email



Flights/Miles



Free Night Award



Hotels



Instant
Redemption



Keyless



Late Checkout



Lounge Access



Member Card



Member Rates



Merchandise
Through Partner
Sites



Merchandise
Points



Mobile App

CONTENT

Iconography (cont.)



Mobile Check-in



New Site Experience



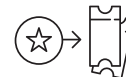
Nights



No Blackout Dates



Points/Buy Points



Points for Moments



Refer a Friend



Rewarding Events



Room Key



Room Service



Room Upgrades



Site



Special Offers



Status/Tier



Suite Night Awards



Member Support



Travel



Travel Partners



Urgent/
New Message



Weekday



Weekend



Wi-Fi



Your24

CONTENT

Photography — Pathways

Use aspirational photos that don't contain people and instead focus on the beauty of our diverse portfolio of awe-inspiring, extraordinary hotels and resorts.



Sheraton Maldives Full Moon Resort & Spa, Maldives



The Ritz-Carlton, Langkawi, Malaysia



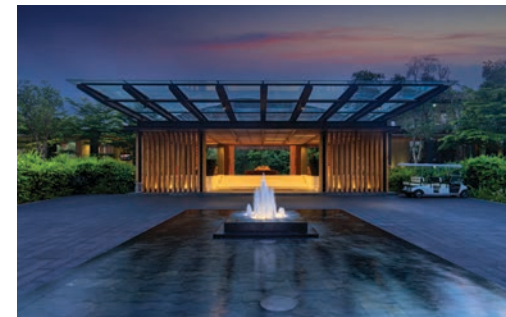
Hotel Paracas, a Luxury Collection Resort, Paracas, Peru



The Naka Island, a Luxury Collection Resort & Spa, Phuket, Thailand



Anemi Hotel, Folegandros Island, Greece, a Member of Design Hotels™



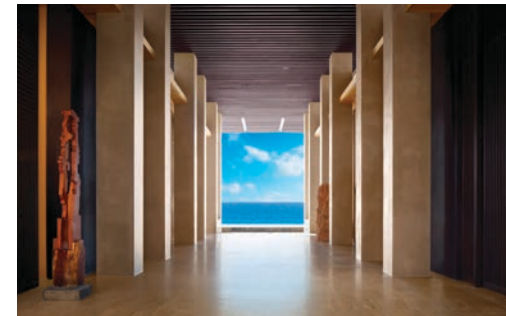
Renaissance Phuket Resort & Spa, Thailand



The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert, UAE



Le Méridien Koh Samui Resort & Spa, Thailand



JW Marriott Los Cabos Beach Resort & Spa, Mexico

CONTENT

Photography — Pathways (cont.)



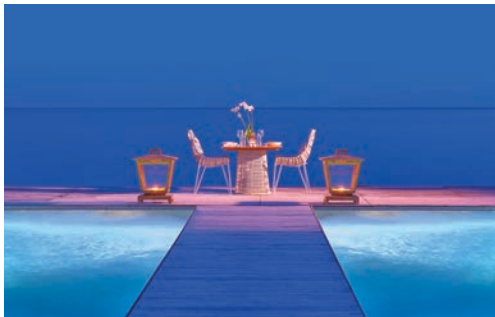
Caresse, a Luxury Collection Resort & Spa, Bodrum, Turkey



Sheraton Maldives Full Moon Resort & Spa, Maldives



Vedema, a Luxury Collection Resort, Santorini, Greece



Santa Marina, a Luxury Collection Resort, Mykonos, Greece



The Ritz-Carlton, Lake Tahoe, California, USA



W Punta de Mita, Mexico



The Westin Langkawi Resort & Spa, Malaysia



Blue Palace, a Luxury Collection Resort and Spa, Crete, Greece



The Ritz-Carlton, Cancun, Mexico

CONTENT

Photography — Pathways (cont.)



The Miami Beach EDITION, Florida, USA



The Ritz-Carlton, Shenzhen, China



Sheraton Maldives Full Moon Resort & Spa, Maldives

CONTENT

Photography — Hotels



JW Marriott Marco Island Beach Resort, Florida, USA



Curacao Marriott Beach Resort & Emerald Casino, Curacao — Opening June 2018



Domes of Elounda, Crete, Greece, Autograph Collection



Phuket Marriott Resort and Spa, Nai Yang Beach, Thailand



Marriott's Marbella Beach Resort, Spain



JW Marriott Los Cabos Beach Resort & Spa, Mexico



Domes of Elounda, Crete, Greece, Autograph Collection



The Westin Los Cabos Resort Villas & Spa, Mexico



The Ritz-Carlton Ras Al Khaimah, Al Hamra Beach, UAE

CONTENT

Photography — Hotels (cont.)



The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert, UAE



The Ritz-Carlton, Koh Samui, Thailand



The Ritz-Carlton, Koh Samui, Thailand



Sharq Village & Spa, a Ritz-Carlton Hotel, Doha, Qatar



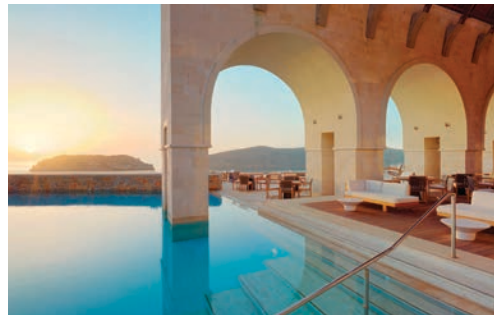
The Ritz-Carlton, Bali, Indonesia



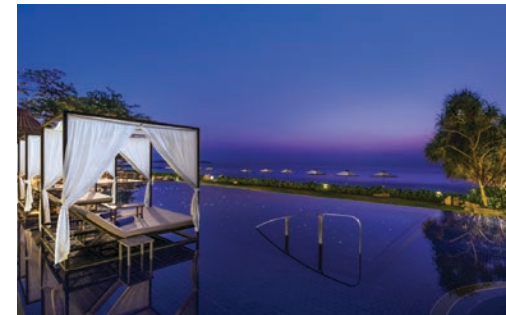
The Ritz-Carlton Sanya, Yalong Bay, Hainan, China



The Ritz-Carlton, Koh Samui, Thailand



Blue Palace, a Luxury Collection Resort and Spa, Crete, Greece



Vana Belle, a Luxury Collection Resort, Koh Samui, Thailand

CONTENT

Photography — Hotels (cont.)



ION Luxury Adventure Hotel, Nesjavellir, Iceland, a Member of Design Hotels™



The Ritz-Carlton Grand Cayman, Cayman Islands



The St. Regis Maldives Vommuli Resort, Maldives



W Maldives



Al Maha, a Luxury Collection Desert Resort & Spa, Dubai, UAE



SLS Hotel, a Luxury Collection Hotel, Beverly Hills, Los Angeles, California, USA



The St. Regis Langkawi, Malaysia



The Gritti Palace, a Luxury Collection Hotel, Venice, Italy



Hacienda Uayamon, a Luxury Collection Hotel, Uayamon, Mexico

CONTENT

Photography — Hotels (cont.)



Solaz, a Luxury Collection Resort, Los Cabos, Mexico — Opening June 2018



Hotel Marqués de Riscal, a Luxury Collection Hotel, Elciego, Spain



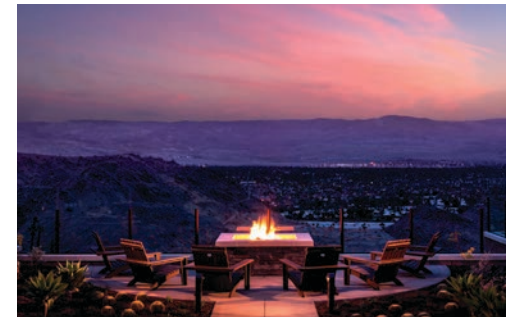
The Naka Island, a Luxury Collection Resort & Spa, Phuket, Thailand



Mystique, a Luxury Collection Hotel, Santorini, Greece



The St. Regis Punta Mita Resort, Punta de Mita, Mexico



The Ritz-Carlton, Rancho Mirage, California, USA



Scrub Island Resort, Spa & Marina, Virgin Islands, Autograph Collection



The St. Regis Maldives Vommuli Resort, Maldives



The St. Regis Maldives Vommuli Resort, Maldives

CONTENT

Photography — Hotels (cont.)



Hotel Alfonso XIII, a Luxury Collection Hotel, Seville, Spain



Santa Marina, a Luxury Collection Resort, Mykonos, Greece



The Westin Denarau Island Resort & Spa, Fiji, Nadi, Fiji



W Barcelona, Spain

CONTENT

Photography — Event/Meeting



W Barcelona, Spain



W Bali – Seminyak, Bali, Indonesia



Element West Des Moines, Iowa, USA



Aloft Perth, Australia



Element Calgary, Alberta, Canada



W Barcelona, Spain

CONTENT

Photography — Lifestyle



JW Marriott Phu Quoc Emerald Bay Resort & Spa, Vietnam



The Ritz-Carlton, Lake Tahoe, California, USA



The Ritz-Carlton, Grand Cayman



The Ritz-Carlton, Lake Tahoe, California, USA



The Ritz-Carlton Jeddah, local area



The Ritz-Carlton, Bali, Indonesia



Domes of Elounda, Crete, Greece Autograph Collection



La Dolce Vita Lifestyle, Italy

COMMON TERMS AND TRADEMARKS

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	BRAND TIER			
	LUXURY	PREMIUM	SELECT	LONGER STAYS
BRANDS	CLASSIC LUXURY The Ritz-Carlton® St. Regis® JW Marriott® DISTINCTIVE LUXURY The Luxury Collection® W® EDITION®	CLASSIC PREMIUM Marriott Hotels® Sheraton® Marriott Vacation Club® Delta Hotels by Marriott™ DISTINCTIVE PREMIUM Le Méridien® Westin® Autograph Collection® Hotels Design Hotels™* Renaissance® Hotels Tribute Portfolio™ Gaylord Hotels®	CLASSIC SELECT Courtyard® Four Points® SpringHill Suites® Protea Hotels® Fairfield Inn & Suites® DISTINCTIVE SELECT AC Hotels by Marriott® Aloft® Moxy™ Hotels	CLASSIC SELECT LONGER STAYS Marriott Executive Apartments® Residence Inn® TownePlace Suites® DISTINCTIVE SELECT LONGER STAYS Element™

*Design Hotels™ should have the trademark symbol on every mention.

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms (cont.)

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	SPG	MARRIOTT REWARDS	THE RITZ-CARLTON REWARDS	LOYALTY DAY 1
TIERS	status	status	status	status
				Elite status
				Elite member
	Preferred Guest®	Rewards Member	Rewards Member	Member (initial cap M when referring to tier status)
	N/A		Silver Elite	Silver Elite
	Corporate Preferred Guest®	N/A	N/A	<i>no longer exists</i>
	Preferred Guest® Plus	N/A	N/A	<i>no longer exists</i>
	Gold Preferred Guest®	Gold Elite	Gold Elite	Gold Elite
	Platinum Preferred Guest®	Platinum Elite	Platinum Elite	Platinum Elite
	Platinum Preferred Guest® (with 75-nights benefit)	Platinum Premier Elite	Platinum Premier Elite	Platinum Premier Elite
	Platinum Preferred Guest® (with ambassador)	Platinum Premier Elite (mention of ambassador benefit is used within marketing copy, not part of tier name)	Platinum Premier Elite (mention of ambassador benefit is used within marketing copy, not part of tier name)	Platinum Premier Elite* (mention of ambassador benefit is used within marketing copy, not part of tier name)
	N/A	Lifetime Silver Elite	Lifetime Silver Elite	Lifetime Silver Elite
	SPG Lifetime™ Gold	N/A	N/A	Lifetime Gold Elite
	SPG Lifetime™ Platinum	Lifetime Gold Elite	Lifetime Gold Elite	Lifetime Platinum Elite
	N/A	Lifetime Platinum Elite	Lifetime Platinum Elite	Lifetime Platinum Premier Elite
	VIP Preferred Guest®	N/A	N/A	<i>no longer exists</i>
	N/A	5 Star Elite		5 Star Elite
	N/A	Cobalt	Cobalt	Cobalt

*At 100 nights, Platinum Premier Elite members are recognized within marketing communications as having an ambassador.

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms (cont.)

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	SPG	MARRIOTT REWARDS	THE RITZ-CARLTON REWARDS	LOYALTY DAY 1
CURRENCY	Starpoints®	Rewards Points	Rewards Points	points
SUBPROGRAMS	SPG Pro (Meeting Planners)	Rewarding Events SM		Rewarding Events SM
	SPG Moments SM	Marriott Rewards Moments		no change
	Marriott Moments (PlacePass)	Marriott Moments (PlacePass)		Marriott Moments
	SPG Cravings			no longer exists
	SPG Flights	Marriott Rewards Air + Car	Marriott Rewards Air + Car	Air + Car
	Vacation Ownership Member	Marriott Rewards Vacation Club Owner	The Ritz-Carlton Destination Club Owner	Westin Vacation Club Owner/ Sheraton Vacation Club Owner
REDEMPTION	Category (category of hotel)	Category (category of hotel)	Tier	Category (category of hotel)
	peak season	N/A	N/A	peak
	N/A	N/A	N/A	off-peak
	N/A	N/A	N/A	standard
		PointSavers		PointSavers
	Award Chart	N/A	N/A	Free Night Award Chart
	Award (e.g., Award nights, Award stays)	N/A	N/A	Award
	Free Night Award	Free Night Certificate	Free Night Certificate	Free Night Award
	Free Weekend Night Award			Free Weekend Night Award
	Instant Awards SM	Instant Redemption		Instant Redemption
	Suite Night Award TM	N/A	N/A	Suite Night Award TM
	Nights & Flights	Travel Packages	N/A	Travel Packages
	Award Flights			Award Flights
	Cash & Points	Cash + Points		Cash + Points
	transfer Starpoints®	transfer points		transfer points
	buy Starpoints®	buy points		buy points
	redeem Starpoints®	use points (Points sharing, Populr, PointSavers, Points advance)		redeem points
	N/A	Marriott Rewards MORE TM		MORE TM

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms (cont.)

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	SPG	MARRIOTT REWARDS	THE RITZ-CARLTON REWARDS	LOYALTY DAY 1
BENEFITS	member benefits	member benefits		member benefits
	Elite Qualifying Night	Elite Night Credit		Elite Night Credit
	SPG Nights Benefits			Annual Choice Benefit
	Best Rate Guarantee	Best Rate Guarantee		Best Rate Guarantee
	Best Rate Guarantee	Best Rate Guarantee		preferential rate (please read the relevant terms and conditions carefully)
	Platinum Concierge SM	N/A	N/A	N/A
	Airline Direct Deposit SM	earn points or miles		earn points or miles
	Make a Green Choice	Your Choice Rewards		TBD
	enhanced room at check-in			Enhanced Room Upgrade
	Select Standard Suites			Select Suites
	N/A	Guaranteed Room Type	Guaranteed Room Type	Guaranteed Room Type
	welcome gift	Welcome gift	Welcome gift	Platinum Welcome Gift
ACCOUNT Do not initial cap these terms in body copy.	welcome gift	N/A	N/A	Gold Welcome Gift
	member number / SPG number	Rewards Number		Member Number
	account overview	Account Overview		no change
	My Profile	Profile		Profile
	My Stays	My Trips		My Trips
	My Earned Awards			My Earned Awards
	My Points (or Recent) Activity	Activity or Account Activity		Account Activity
	Wishlist	Saved Hotels		Saved Hotels
	Customer Support	Rewards Member Support	Rewards Member Support	Member Support
	online profile	online account	online account	online account

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms (cont.)

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	SPG	MARRIOTT REWARDS	THE RITZ-CARLTON REWARDS	LOYALTY DAY 1
PROMOS	Member Exclusive Rates	Marriott Rewards Member Rates	The Ritz-Carlton Rewards Member Rates	[Program Name] Member Rates
	global promos (<i>name varies by promo</i>)	MegaBonus®		no change
	Member Exclusive Offer (lifecycle)	Member Exclusive Offer		Member Exclusive Offer
		Bonus Miles		Bonus Miles
		Reward A Friend		
MOBILE/ SOCIAL/ DIGITAL	SPG Keyless™	Mobile Key	Mobile Key	[Program name optional] Keyless
	SPG Mobile Check-In	Mobile Check-In	Mobile Check-In	Mobile Check-In
	SPG apps	Marriott Mobile App	Marriott Mobile App	Mobile app
	Room Ready Alerts	Room Ready Alerts	Room Ready Alerts	Room Ready Alerts
		Mobile Dining (select hotels)		Mobile Dining
		Mobile Key Station		Mobile Key Station
		Mobile Requests	Mobile Requests	Mobile Requests
	activate Account	Activate Account	Activate Account	activate account
	enroll	Create Account	Create Account	create account
	#spg100			
CO-BRAND	Starwood Preferred Guest® Credit Card from American Express	Marriott Rewards® Premier Credit Card	The Ritz-Carlton Rewards® Credit Card	no change (new card products added in 2018)
	Emirates NBD Starwood Preferred Guest® World MasterCard®	Marriott Rewards® Visa Signature®		no change (new card products added in 2018)

COMMON TERMS AND TRADEMARKS

Glossary of Loyalty Terms (cont.)

As a general rule, a trademark symbol (®, ™ or ™) should appear in first mention in body copy per piece — in headline if the only reference and preferably not in disclaimer type. Proper names should follow capping rules as noted below and shouldn't be translated.

	SPG	MARRIOTT REWARDS	THE RITZ-CARLTON REWARDS	LOYALTY DAY 1
PARTNERS	Crossover Rewards™/Your World Rewards™/ Eastern Explorer Rewards	RewardsPlus		no changes to existing partner names
	Hertz Elevated Status (introduced January 2018)	Hertz Elevated Status		Hertz Elevated Status
	Points Transfer	Points Transfer	Points Transfer	no change
	Link accounts	Link accounts	Link accounts	N/A
TAGLINES	SPG Life	Members Get It	Live Elite	no change
	More Luxury. More Destinations.	You Are Here	Access to the Extraordinary	no change

APPENDIX

APPENDIX

Message House — Draft (work in progress)

As we launch and continue to market our new loyalty program, use this Message House for high-level messaging and proof points to inform all communications. The majority of these guidelines focus on "Three Brands, One Program" interim messaging, but the Message House will guide us through the new program name announcement in early 2019.



INTERNAL USE ONLY. DO NOT USE THIS LANGUAGE IN MEMBER-FACING COMMUNICATIONS.

ONE PROGRAM. ENDLESS INSPIRATION.

Marriott International is taking a bold step in redefining what it means to be a loyalty program in the hospitality industry. In August, Marriott Rewards, which includes The Ritz-Carlton Rewards, and Starwood Preferred Guest (SPG) will become one program.

- Members will have seamless access to the most extraordinary global portfolio of brands and hotels bar none;
- To unparalleled experiences to fulfill the passions of nearly every traveler imaginable, and:
- The new program will introduce new and expanded benefits, building upon the benefits members have already come to love — to create hospitality's richest loyalty program designed for today's modern traveler.

The most extraordinary hotel portfolio in the world	Unparalleled access to experiences for every passion	The richest loyalty program designed for today's modern traveler	
<p>The largest, most global hotel portfolio</p> <ul style="list-style-type: none"> • 29 incredible brands, 6,500 hotels, 127 countries • Every travel occasion, every destination. From Moxy and Courtyard...to Westin and W...to Ritz-Carlton and St Regis • More hotel options where you want to stay <p>More luxury in more destinations</p> <ul style="list-style-type: none"> • The largest collection of luxury properties across Ritz-Carlton, St. Regis, Edition, JW Marriott, The Luxury Collection (365 hotels in 60 countries with 200+ in pipeline) • 24 Michelin-starred restaurants • Over 410 managed spas—we are the largest hospitality spa operator in the world <p>The largest collection of unique getaways</p> <ul style="list-style-type: none"> • Beach resorts, ski resorts, golf resorts • Former palaces (Gritti Palace, Cairo Marriott) • More Hawaii, Caribbean, NYC, Shanghai, Dubai, Paris • Six resorts with overwater bungalows <p>And growing fast...</p> <ul style="list-style-type: none"> • One in four hotels currently being built anywhere in the world will be part of our loyalty program (new hotel every 14 hrs) 	<p>Widest array of experiential offerings—100,000 Moments to discover</p> <ul style="list-style-type: none"> • Includes 7,500 over-the-top options, available only with points <p>Sports: Exclusive partnerships with leagues, teams & venues</p> <ul style="list-style-type: none"> • The best seats and behind the scenes (NY's Madison Square Garden, London's O2, Shanghai's Mercedes-Benz Arena) • VIP access to the world's top events: MLB World Series, NFL Super Bowl, F1 Monaco Grand Prix, USTA US Open and more <p>Culinary: Access to the best restaurants, chefs and festivals</p> <ul style="list-style-type: none"> • Master classes with Michelin Star chefs such as Daniel Boulud and Eric Ripert • Festivals like Aspen Food and Wine <p>Music: Access to top artists and sold-out shows</p> <ul style="list-style-type: none"> • Festivals like Coachella, New Orleans Jazz Fest • Member-only concerts (Gwen Stefani, Imagine Dragons) 	<p>Now, one-stop shop for booking and account management</p> <ul style="list-style-type: none"> • Seamless booking, earning & redeeming across all 6,500 participating hotels in all channels • One consolidated account, one points balance, one Elite counter • Single points currency, award categories <p>Now, easier to earn rewards—and redeem without restrictions</p> <ul style="list-style-type: none"> • With our combined portfolio, there's a hotel nearly everywhere you want or need to be • On average, members now earn 30% more points for every dollar spent. (50% richer for SPG, 15% richer for MR Gold/Platinum) • Earn one free night with as little as \$750 of spend (less for Elites) • Now earn on total folio (room, F&B, spa) at all brands to accumulate points faster • No blackout dates or inventory restrictions (expanded to Marriott portfolio) <p>Now, faster access to Elite status and benefits</p> <ul style="list-style-type: none"> • Combined accounts means all nights in all 29 brands count toward status • New status levels make elevated benefits more achievable (new SPG Silver, new MR Gold) 	<p>Richest co-brand credit cards in the industry</p> <ul style="list-style-type: none"> • New Chase mass affluent card: accelerated earn (2 pts per \$1 everyday purchases); anniversary gift rises from 25k points to 35k points • New Amex small business: new accelerated earn (4 pts per \$1 business expenses) • New Amex luxury: introduces \$300 on-property credit; \$100 Global Entry; accelerated earn (6 pts hotel/4 pts dining and travel/2 pts all else) to explore hospitality's largest luxury portfolio <p>Full complement of exclusive digital and mobile app offerings for members</p> <ul style="list-style-type: none"> • Member Rates available when members book direct • Exclusive promotions • Free WiFi for every stay • Mobile Check In/Out • Mobile Service Requests/Chat • Mobile Key (wherever available) <p>Elite benefits members love</p> <ul style="list-style-type: none"> • Late checkout for all Elite tiers • Welcome Gift of points for Gold Elite. Platinum Elite Welcome gift includes the choice of Breakfast (at all but four brands) • Confirmable suite upgrades with Suite Night Awards for Platinum members • High-touch ambassador program • Elevated partner status and benefits via Hertz • 40+ airline partners with a 3 points:1 mile transfer ratio • Continuation of rich Lifetime status

APPENDIX

Supported Languages and Site Vanity URLs



THE MEMBER SITE WILL GO LIVE AT 4:30 P.M. EDT ON APRIL 16, 2018.

The member site, announcement communications and in-hotel materials will be supported in these languages: English, German, French, Canadian French (in-hotel only), Universal Spanish, Italian, Portuguese (Brazil), Chinese (Simplified), Japanese and Arabic.

Language	Vanity URL
English	members.marriott.com
German	members.marriott.com/de
French	members.marriott.com/fr
Spanish	members.marriott.com/es
Italian	members.marriott.com/it
Portuguese (Brazil)	members.marriott.com/pt
Chinese (Simplified)	members.marriott.com/cn
Japanese	members.marriott.com/jp
Arabic	members.marriott.com/ar

APPENDIX

Legal Disclosures

MARRIOTT REWARDS

Copyright disclosure to be included on all Marriott Rewards marketing communications:

©2018 Marriott International, Inc. All Rights Reserved.

Note: Disclosure is translated.

THE RITZ-CARLTON REWARDS

Copyright disclosure to be included on all The Ritz-Carlton Rewards marketing communications:

©2018 The Ritz-Carlton Hotel Company, L.L.C.
All rights reserved.

Note: Disclosure is translated.

SPG

Copyright disclosure to be included on all SPG marketing communications:

©2018 Marriott International, Inc. All Rights Reserved.
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Note: Disclosure is translated.