



Marriott.com Launches Personalization Features

MARRIOTT.COM LAUNCHES PERSONALIZATION FEATURES

Web Site Receives 3 Million Visitors Per Month

WASHINGTON, D.C. – Oct. 3, 2000 – Marriott International, Inc. (NYSE:MAR) announced today that Marriott.com has added an Express Reservations feature and customized content for business and leisure travelers, travel agents and event planners.

By voluntarily registering basic profile information on Marriott.com, customers eliminate the need to re-enter personal information when making reservations. “The Express Reservations feature makes it faster and easier to plan trips,” says Bruce Wolff, senior vice president of distribution sales and marketing for Marriott Lodging.

In addition, Marriott.com will offer personalized web page content and e-mail offers. Site visitors have the option of providing information about their travel habits, such as the cities they visit, their favorite activities and preferred Marriott brands. Marriott.com can then deliver content that meets the customer’s interests. Customers can also choose to receive e-mails about new offers, products and services.

“Marriott.com is the first site in the hospitality industry to provide distinct customer segments with targeted content based on expressed interests,” says Mr. Wolff. Now, a registered leisure traveler will receive links to an online vacation planner, a resort site and a golf site with details about the 150 golf courses located at or near Marriott hotels.

A registered business traveler visiting Marriott.com will receive a customized home page with links to business-specific content, including information about high-speed Internet access and The Room That Works®, Marriott’s guest room designed for business travelers.

“When travel agents visit Marriott.com, they’ll find links to special offers and Hotel Excellence!, the premier agent hotel sales training program,” says Mr. Wolff. Tailored information will also be presented to event planners, including a meeting planning location search, space and budget calculators, and online requests for proposals.

The information customers provide in their registered profile on Marriott.com is protected in a secure environment and can be viewed, changed or deactivated by the customer online at any time.

Three-quarters of Marriott’s total Internet bookings are generated through Marriott.com, which receives more than 3 million visits monthly. Online reservations can be made for more than 2,000 Marriott hotels spanning 13 hotel brands.

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MARRIOTT INTERNATIONAL, INC. (NYSE:MAR) is a leading worldwide hospitality company with over 2,000 operating units in the United States and 58 other countries and territories. Marriott Lodging operates and franchises hotels under the Marriott, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites and Ramada International brand names; develops and operates vacation ownership resorts under the Marriott, Ritz-Carlton and Horizons brands; operates Marriott Executive Apartments; provides furnished corporate housing through its ExecuStay by Marriott division; and operates conference centers. Other Marriott businesses include senior living communities and services, wholesale food distribution, procurement services, and The Ritz-Carlton Hotel Company LLC. The company is headquartered in Washington, D.C., and has approximately 151,000 employees. In fiscal year 1999, Marriott International reported systemwide sales of \$17.7 billion. For more information or reservations, please visit us at www.marriott.com.