



SHELL VACATIONS CLUB
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SHELL VACATIONS CLUB MEMBERS PROVIDED NEW ACTIVITIES/SERVICES AFFILIATIONS

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NORTHBROOK, IL -- Shell Vacations Club (SVC) has announced several new and unusual benefits for its vacation ownership members, all of which can be utilized with SVC points. Since their members are also part of the Club, Shell Vacations Systems franchisees' will have the same access to these enhanced benefits.

They include access to top golf courses, cruise opportunities and trip insurance that offers travel protection insurance on the basis of points. There is also an additional benefit for SVC members to use their points for varying forms of entertainment. This is available in every state where there is a SVC resort. Serving over 90,000 owner/members, Shell Vacations is one of the nation's largest independent vacation ownership developers with 21 resorts in seven states.

"In continuing to provide our members with a great deal more than highest quality accommodations," said Shell Vacations Chairman Sheldon Ginsburg, "we are adding more opportunities for members to utilize their points for vacation-related activities and services."

Shell Vacations Club President Tracy Sherles, who is the architect of the points-based Club and the Shell Vacations Systems franchise offering, has recently named three new affiliations that will provide potential uses for SVC points. She added, "Members can now enjoy these activities without digging into their wallets while on vacation, since points are convenient and prepaid. SVC is underwriting these opportunities as we continue to provide a holistic approach to delivering leisure and vacation benefits to our customers."

She added, "As we expand our Club benefits, we will continue to service and listen to our customers, never resting on our laurels. Experience has shown us that yesterday's innovations can quickly become irrelevant or out of vogue as our members interests and needs change. Members can obtain cruise information online at www.shellvacationsclub.com with options listed on the basis of points.

- **Links Club.** To provide SVC members with access to a wide variety of alternative golf courses they can utilize, Shell Vacations Club has launched its affiliation with the Links Club, America's only "roving country club". This unique member benefit offers SVC members VIP treatment, preferred tee times and reduced rates at upper-tier golf courses throughout North America. Members can host up to an entire foursome at preferred green fees. They can also enjoy access to dining partners at gourmet restaurants in popular destination locations as well as accommodations at lavish resorts and high-end shopping excursions. Members may use their SVC Points to become a Links Club annual member.

- SVC at Sea. The SVC Cruise Club has been relaunched as SVC at Sea, expanding its offerings with an impressive list of cruise opportunities with Royal Caribbean Cruise Lines, Celebrity and other leading brands. With enhanced servicing capabilities that will take the member from reservations to their final travel destination, members may use their SVC points for short or longer cruises to meet their vacationing needs.
- Travel Insurance. SVC members now have the option of purchasing the SVC Travel Protection and Assistance program, an insurance plan that protects members from the loss of SVC Points due to unforeseen circumstances such as illness, injury, or family emergencies. Explains Sherles, "In the case of an unexpected misfortune while on vacation, this program not only insures SVC Points, but also provides valuable travel protection benefits. Coverage applies to accommodations and cruises included in the SVC Resort, SVC Collections and SVCLifeStyles programs. This program was specifically designed to match the needs of SVC's timeshare owners. Members are buying insurance for their points; if for some reason they can't travel, we will refund the members points."

Adds Paul Adreani, Director of Shell Vacations Club, "To our knowledge, we are one of the first timeshare companies to offer travel protection insurance on the basis of points. While others may offer travel or exchange insurance, payable with cash, we believe we are the first to allow members to pay with points and obtain refunds of points, should their trip be canceled."

Both Shell Vacations Club members and franchisee customers will have access to all of these new benefits. For more information, please log onto <http://www.shellvacationsclub.com>

For Additional information, contact
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