



SHELL VACATIONS CLUB
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SHELL VACATIONS SYSTEMS NAMES PREFERRED PROVIDERS

NORTHBROOK, IL - - The recently formed Shell Vacations Systems (SVS) has announced the names of companies that will serve as Preferred Providers to its new franchising initiative.

“The Preferred Providers will perform necessary functions not provided directly by SVS, such as title work, feasibility studies or advertising,” said Tracy Sherles, Vice President of Shell Vacations LLC and Executive Director of the Shell Vacations Club (SVC). “The contributions made by these special vendors will be as important as those made by SVS and equally critical to our success,” she added.

Shell Vacations Systems Preferred Providers and the services they will provide include:

American Express Tax and Business: Accounting Services (Michael Sher - Chicago, IL)

Bannockburn Travel Management: Travel services (Steve Weiner)

Chicago Title: Title and escrow services (Linda Migliore, Joann Lockard - Escondido, CA)

Cox, Castle & Nicholson - Legal services (Art Spaulding - Irvine, CA)

Equiant Financial Services: Loan servicing (Don Kim)

Global Resorts, Inc.: Feasibility studies, business plans, sales & marketing operational assistance (John Sweeney)

Holland & Knight, LLP: Legal services (Jeff Stern - Washington, D.C.)

Lennon Communications Group: Public relations (Marge Lennon)

Levitin Group: Sales training (Shari Levitin)

Mauge & Associates: Advertising and graphics (Carmen Maugeri)

McCorrison Miller Mukai MacKinnon: Legal services (Charles Pear - Honolulu, HI)

MICROS Systems: Hospitality management software (Chuck Young)

PEP: Sales training (Geoff Fitchett)

Piper Rudnick: Legal (Peter Levy) franchising services (Allen Ginsburg, Tara Cope - Chicago, IL)

RCI: Exchange services (Pat Connolly- Indianapolis)

Ragatz Associates: Market research, strategic planning, quality assurance programs (Richard Ragatz)

Resort Capital Advisors, Inc.: Obtaining finance, financial analysis, business plans, tax advice (Henry Cairo)

Resort Finance Corporation: Provides services for equity, construction, acquisition, conversion and receivables financing (Randy Stratton)

Realty Finance Resources: Assistance in obtaining financing (George David)

Strategic Alliance Marketing: Lead generation, marketing programs, travel certificates (Howard Ginsburg)

Squire, Sanders & Dempsey: Legal services (David Kreutzberg)

“Every SVS franchisee gains the immediate benefit of alliances with companies like these that Shell Vacations spent years developing and nurturing”, adds Sherles. “Franchisees will also gain access to tools and systems - like financing sources, state registrations and software solutions.”

Shell Vacations is one of the nation's largest independent vacation ownership operators, with more than 2,000 timeshare and hospitality employees serving over 90,000 owner/members/ The company operates 18 resorts in six states and Canada as well as various preview centers. Shell Vacations achieved net vacation ownership sales in excess of \$190 million in 2003 with additional revenues generated from Shell Hospitality Group, whose employees managed operations for the company's resorts.

For more information, please visit <http://www.shellvacationsclub.com>

For Additional Information Contact
Joe Malone at 508-563-0127
or Franklin Khedouri at 480-860-8077
Or Marge Lennon at 239-482-3891