



SHELL VACATIONS CLUB
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SHELL VACATIONS SYSTEMS HOSTS SYMPOSIUM FOR PREFERRED FRANCHISING VENDORS

NORTHBROOK, IL -- One of the first developers in the United States to franchise its vacation ownership points-based product recently hosted a gathering of companies expected to provide assistance to new franchisees in the coming months.

The newly formed Shell Vacations Systems (SVS) hosted a day-long Symposium at Shell Vacations' Chicago Preview Center to provide attendees with a thorough understanding of the Shell Vacations Club, its interactive sales presentation, and the workings of the franchising program. Additionally, the Symposium provided preferred vendors with an understanding of their future roles in the franchising process.

"As we move further along," said Tracy Sherles, "we believe that contributions from our preferred vendors will be as important as those made by SVS and critical to our success." Sherles is Vice President of Shell Vacations LLC and Executive Director of the Shell Vacations Club (SVC).

At the Symposium, SVS representatives Franklin Khedouri and Joe Malone provided descriptions of the workings of the Shell Vacations Systems and various Shell Vacations executives spoke on their area of expertise and its application to the franchising initiative. They added that potential franchise candidates include startups, associations and any developer who desires to move to a points-based product.

"The Symposium brought about a better understanding of the SVC franchise product and its value proposition," said Preferred Vendor Linda Migliore, Vice President/National Sales Manager of Chicago Title's National Resort Development Division.

Added David Pontius, President and CEO, RCI North America, "Participants were impressed with the sophistication of the product and the strength of the entire Shell Vacations team. I believe the audience came away with a better appreciation for the role of preferred vendors and how these relationships will continue to grow."

Commented John Sweeney, President of Global Resorts, "The participants were impressed with the depth and richness of Shell's new technology initiatives such as an Interactive Sales Presentation with data base functionality and a resource center for communicating product knowledge and testing sales agents."

"As a newly appointed preferred partner for Shell," stated Tom Giannopoulos, Chairman and CEO of MICROS Systems, Inc., "MICROS is very pleased to offer Shell Vacation Systems and its franchisee community the full featured, most sophisticated hotel information system in the industry, the MICROS OPERA Enterprise Suite. We remain impressed with the Shell technology professionals and the scope of their technology vision.

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Explained Shell Vacations Chairman Sheldon Ginsburg, "We have 25 years of experience in the vacation ownership industry and proven the success of our points-based Shell Vacations Club. We believe franchising will provide an opportunity to bring this same vacation product and our proven systems to SVS franchisees. They will be able to participate in our Club network while retaining control over their own operations."

Adds Sherles, "Franchisees will also gain access to tools and systems - like financing sources, state registrations and software solutions - that Shell Vacations has spent millions of dollars to develop and refine."

Shell Vacations is one of the nation's largest independent vacation ownership developers serving close to 90,000 owner/members and operating 18 resorts in six states and Canada as well as various preview centers. The franchising program for SVS was developed with assistance from the Chicago-based law firm of Piper & Rudnick LLC. 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
Source: Shell Vacations LLC