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Morningstar Links Program to Marriott's Success

WASHINGTON, March 5 - Marriott International, Inc. (NYSE: MAR) announced today that membership in its frequent guest program, Marriott Rewards, grew 18 percent in 2000, and the program is expected to reach 15 million members by June 2001. After joining Marriott Rewards, frequent business travelers typically double their number of stays with Marriott's nine participating lodging brands. Recognizing the program's marketing strength, Morningstar analyst Aaron Westrate recently reported that Marriott Rewards contributes to repeat visits and plays an important role in Marriott's strong customer preference.

Marriott Rewards was also named "Best Hotel Rewards Program in the World" -- ahead of Starwood Preferred Guest and Hilton HHonors -- in Business Traveler magazine's 2000 reader poll. In addition, Marriott Rewards received the highest grade (A) in the 2000 frequent guest program report card issued on BizTravel.com(R)(R).

Marriott Rewards offers travelers the fastest way to a free night or a free flight, as well as the only portfolio of hotels consistently rated at or above the industry average for guest satisfaction, according to the J.D. Power and Associates 2000 Domestic Hotel Guest Satisfaction Study(TM).

For information about Marriott Rewards, or to enroll, call 800-249-0800, visit the front desk of any of the 2,000 participating Marriott hotels, or log on to MarriottRewards.com .

In May 1997, Marriott International, Inc. (NYSE: MAR) introduced Marriott Rewards, the world's largest multi-brand frequent guest program with 2,000 participating hotels and more than 14 million members. Marriott Rewards offers members the choice of earning/redeeming points or earning frequent flyer mileage at nine distinct lodging brands: Marriott Hotels, Resorts and Suites; Renaissance Hotels, Resorts and Suites; Marriott Conference Centers; Marriott Vacation Club International; Courtyard by Marriott; Fairfield Inn by Marriott; Residence Inn by Marriott; SpringHill Suites by Marriott and TownePlace Suites by Marriott. Points may also be earned at ExecuStay by Marriott and Marriott Executive Apartments. For the past four years, Marriott Rewards has been named "Best Hotel Reward Program in the World" by Business Traveller International magazine. Marriott Rewards may be found online at marriottrewards.com .

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Source: Marriott International, Inc.

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