

Stash Hotel Rewards Expands to 100 Hotels

Breakthrough Loyalty Program for Independent Hotels Grows 54% in First 6 Months

PALO ALTO, California – November 10, 2010 – Stash Hotel Rewards® today announced that 100 hotels now participate in the innovative loyalty program, a milestone reached just 6 months after launching in May. Already the largest points-based rewards program for independent hotels in North America, Stash now partners with one-of-a-kind independent properties in 74 cities.

“100 hotels means more choices for discerning travelers who want to earn points but don’t want big-chain sameness,” said Stash chief executive, Jeff Low. “Increasingly, travelers will find great independent hotels offering Stash points almost anywhere they go. For example, members can soon earn Stash points at 17 hotels in the Bay Area, 7 in Seattle, 6 in New York City, and 4 in metro Atlanta. In fact, in a number of cities, hotels offering Stash points will outnumber hotels affiliated with some of the big-chain rewards programs.”

Independent hoteliers have quickly embraced Stash, eager to reward their best guests with a meaningful currency without the steep costs and restrictive standards imposed by a chain. Stash helps independent hotels attract business travelers, who often choose a hotel based on its loyalty program. Participating hotels already report measurable impact from Stash, including higher daily rates, significant incremental bookings, and hundreds of thousands of dollars in new meeting contracts.

The independent hotels that recently joined Stash range in size from *Stonehurst Place*, a five-room inn tucked among the skyscrapers of Atlanta to *Doral Arrowwood*, a premier meeting destination with more than 370 rooms and a private golf course – just 30 minutes from Manhattan. A number of the properties, such as *The Cliff House at Pikes Place*, Louisville’s *Brown Hotel*, and San Antonio’s *Menger Hotel* have been recognized for their historical significance. These and the other new partners join some of the country's best hotels, from luxury spas to boutique gems to top-rated resorts, that already offer Stash points.

New Stash partners are listed below. More details about the properties can be found at www.stashrewards.com/hotels.

Ambassador Hotel, *Milwaukee, WI*
Andrew Pinckney Inn, *Charleston, SC*
Artmore Hotel, *Atlanta, GA*
Beechwood Hotel, *Worcester, MA*
The Belamar, *Manhattan Beach, CA*
Brown Hotel, *Louisville, KY*
Buena Vista Suites, *Orlando, FL*
Caribe Royale, *Orlando, FL*
Casa Munras Hotel & Spa, *Monterey, CA*
The Cliff House at Pikes Peak, *Manitou Springs, CO*
Doral Arrowwood, *Rye Brook, NY*
Fountaingrove Inn, *Santa Rosa, CA*
Hotel Abri, *San Francisco, CA*
The Inn at Middleton Place, *Charleston, SC*
Larkspur Hotel Mill Valley, *Mill Valley, CA*

Larkspur Hotel Union Square, *San Francisco, CA*
The Lodge at Tiburon, *Tiburon, CA*
Menger Hotel, *San Antonio, TX*
Overton Hotel & Conference Center, *Lubbock, TX*
Pelican Grand Beach Resort, *Fort Lauderdale, FL*
The Plaza Suites, *Santa Clara, CA*
The Portland Regency Hotel & Spa, *Portland, ME*
The Restoration on King, *Charleston, SC*
RiverPlace, *Portland, OR*
Royal Park Hotel, *Rochester, MI*
The Sainte Claire, *San Jose, CA*
Stonehurst Place, *Atlanta, GA*
Toll House, *Los Gatos, CA*
Villa Florence, *San Francisco, CA*
Williamsburg Hospitality House, *Williamsburg, VA*
The Wilshire Grand Hotel, *West Orange, NJ*

About Stash Hotel Rewards:

Stash Hotel Rewards frees travelers from the uninspired offerings of existing hotel reward programs by making it as easy to earn free nights at an amazing hotel as it is a so-so one. Members earn 5 points per dollar spent on their hotel room, resulting in a free night in as little as 5 typical stays. And Stash points can be redeemed without blackout dates, point expirations, or annoying category restrictions found in many chain programs. Many Stash partner hotels appear on the “Best Hotels” lists of the leading travel publications and receive some of the highest recommend ratings on top travel sites. Travelers can easily sign up for a free account at www.stashrewards.com.

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