

Travelers Love Stash Partner Hotels

84% average recommend rating is highest among major U.S. hotel points programs

PALO ALTO, California – January 13, 2011 – Stash Hotel Rewards® announced today that an analysis of TripAdvisor® data reveals Stash partner hotels receive higher recommend ratings in TripAdvisor reviews, on average, than hotels participating in other major point-based loyalty programs. When asked: "Would you recommend this hotel to a friend?" reviewers of hotels issuing Stash points more often answered "Yes." Stash partner hotels have an average TripAdvisor Traveler Rating of 84%, higher than hotels participating in chain programs such as Hilton HHonors™, Marriott Rewards® and Starwood Preferred Guest®.

"They say you can't quantify love, but TripAdvisor comes close with its recommend rating," said Jeff Low, CEO of Stash Hotel Rewards. "These findings confirm what many people already know – that travelers love the kind of personal service and one-of-a-kind guest experiences only found at great independent hotels. These are the hotels we want to tell our friends about."

In addition to this extraordinarily high average recommend rating, many individual Stash partner hotels rank #1 on TripAdvisor in their cities, including Boston (The Lenox), Charleston (French Quarter Inn), Portland, Oregon (RiverPlace Hotel), Seattle (Cedarbrook Lodge) and Monterey (Monterey Plaza Hotel and Spa). Additionally, Stash partner Cedarbrook Lodge holds the distinction of being the top rated hotel of all U.S. hotels reviewed on TripAdvisor – #1 out of 53,076 hotels.

A number of Stash partner hotels also appeared recently on the 2011 "Best Hotels" lists of leading publications including *Travel + Leisure* and *Condé Nast Traveler*.

Share the Love: To express their love back to travelers this Valentine's Day, 46 Stash partner hotels are each giving away a *Valentine's Get-Away* – a two-night free stay February 11 and 12 – to Stash members who best summarize their love for participating Stash partner hotels. For details and to enter, visit www.stashrewards.com/share-the-love.

About Stash Hotel Rewards

Stash Hotel Rewards, the break-through loyalty program for independent hotels, 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. Travelers can easily sign up for a free account at www.stashrewards.com.

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