



Imagining the Future of Meetings Marriott Hotels Introduces Transformational App Making For More Dynamic Meetings

Inspired by the power of technology in order to transform the meeting experience for the people attending, Marriott Hotels, the signature brand of Marriott International, Inc. (NYSE:MAR), is introducing **Red Coat Direct**. With this first of its kind app, meeting organizers can now adjust and edit their meeting requests and preferences with a touch of a button and without ever leaving the meeting room. Red Coat Direct is the first branded hotel app to grant any meeting wish (within reason) from room temperature adjustments, to coffee refills or having lunch served earlier with an additional vegetarian dish. Launching at 350 Marriott Hotels properties in the US in late April, the Red Coat Direct app will be expanded to the brand's entire global portfolio of 500 hotels by the end of 2014. "The way people work is more mobile and global, but until now, organizing meetings has been stuck in the past. We are rethinking all aspects of meetings from the physical space to the experience for both attendees and planners, and looking for ways to enable and inspire people to do their best work," said Peggy Roe, Vice President, Global Operations Services for Marriott Hotels. "Red Coat Direct's technology allows planners to continually adjust requests without missing a minute of their meeting or keeping other professionals waiting." The app is personalized to each organizer's specific meeting. Requests can be made up to three days before the meeting and then throughout the meeting. Once the request is made, it is routed to the event manager and the department that can fulfill the request. The app is available for all internet-enabled devices including iPhone, iPad, Android phones, Kindle Fire and laptops and will be available in 19 languages by 2014's global roll-out. Marriott Hotels has been "re-imagining" the guest experience, transforming lobbies and public spaces by designing them for the next generation of travelers who blend work and play, demand style and substance, and require technology. As the industry leader in hosting meetings, Marriott is introducing new concepts designed for the new mobile worker. Workspace On Demand powered by LiquidSpace, an application to book meetings on demand, is further differentiating the customer experience at Marriott Hotels by allowing guests to book both free and paid spaces as easily as they book a guest room.

About Marriott Hotels Marriott Hotels continues to inspire and provide a balanced life on the road for discerning and high-achieving business and leisure travelers, offering warm, professional service; sophisticated yet functional guest room design; lobby spaces that facilitate working, dining and socializing; restaurants and bars serving international cuisine prepared simply and from the freshest ingredients; meeting and event spaces and services that are gold standard; and expansive, 24-hour fitness facilities. All Marriott Hotels participate in the award winning Marriott Rewards guest loyalty program that allows members to earn hotel points or airline miles for every dollar spent during stays. Join us on Marriott Hotels rapidly growing Facebook community (www.facebook.com/marriott) and follow us on Twitter (twitter.com/marriott).

[For more information, visit www.MarriottHotels.com.](http://www.MarriottHotels.com)

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