

AR NEWS

American Resorts

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Marriott/American Resorts Merge

Washington, April 17, 1984

After a year of discussions between American Resorts and Marriott Corporation, the relationship between the two leaders in their respective fields matured into a merger that was formalized

at Marriott's International Headquarters at Washington, D.C., on April 17. Edwin H. McMullen, Chairman, and Robert A. Miller, President of American Resorts announced, "We have reached final agreement with the Marriott Corporation for American Resorts to merge with Marriott to form a new company, Marriott Ownership Resorts, Inc."

The merger will be Marriott's first entry into the vacation timesharing industry and allows the strength of American Resorts and Marriott to be used for the benefit of all present and future owners of timesharing products.

"The acquisition of American Resorts is an extension of our hotel and resort business," said Frederic V. Malek, Executive Vice President of Marriott Corporation. "American Resorts is the leading company in the timesharing industry and we believe that our relationship with them will be an attractive addition to our existing resort business."

In 1957, when Bill Marriott joined the family business, his father, J. Willard Marriott, said, "If something is worth doing, it is worth doing right." The management of American Resorts has shared the same philosophy and in only six years has established its reputation as a timesharing company that "does it right." Marriott's goal is to continue to be its customers' first choice by offering more than the competition and even more than its high standards dictate. Every Marriott employee is dedicated to doing just that.

Marriott Corporation had its beginnings in 1927 as a nine seat root beer stand in Washington, DC, founded by J. Willard and Alice Marriott, who are still active in the company today. It has grown into an international leader in lodging, food service and entertainment with annual sales in 1983 exceeding three billion dollars. It employs more than 120,000 people with operations in 48 states and 25 countries. The company's principal operations include hotels and resorts, airline catering, airport terminal restaurants and shops, food service management, fast food and spe-

Marriott
corporation

INTERNATIONAL
HEADQUARTERS

Marriott Drive
Washington, D.C. 20058

J. Willard Marriott, Jr.
President

April 24, 1984

Mr. Edwin H. McMullen
Executive Vice President
Marriott Ownership Resorts, Inc.
Lakeland, Florida 33802

Dear Ed:

I want to personally welcome to the Marriott family the timesharing owners, employees, and management of American Resorts.

We at Marriott feel it's a privilege to be associated with an organization with such a long-standing reputation for quality. That is why we intend to maintain the stability of American Resorts' established traditions, not the least of which is its commitment to excellence and service.

Our acquisition of American Resorts will carry on that quality of excellence and services provided to your timesharing owners. We also value our relationship with the owners. It is our sincere interest to continue the quality of experience and dedication to which they are accustomed.

Ed, I am delighted with our new business partnership. Our common reputation in our respective industries provides the foundation to join efforts in developing the best product and services in the timesharing industry.

Sincerely,


J. W. Marriott, Jr.

(Continued on page 16)

Merger (continued)



cialty concept restaurants, coffee shops, theme parks and cruise ships. Marriott people make an estimated 7 million customer contacts per day. Each contact contains a strong commitment to quality and service.

"Each of our owners and future owners," said Ed McMullen, "are special to us, and our new relationship with Marriott makes the most effective team in the timesharing industry, benefiting everyone."

REPLY FORM

_____ Yes, I'd like to receive the American Resorts NEWSLETTER. Please add my name to your list; I am not an owner.

_____ Yes, I'd like to know more about American Resorts properties. Please send me information on your projects.

_____ Yes, I'd like to share the NEWSLETTER with my friends. Their address is:

My address is incorrect. Please change to:

Name

Address

_____ Yes, I would like more information about your rental program. Please send rental information.

Please return entire card to American Resorts Hospitality, P.O. Box 5964, Hilton Head Island, SC 29928

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