



FOR IMMEDIATE RELEASE

**HOLIDAY INN CLUB VACATIONS® BRAND TO DOUBLE ITS RESORT PROPERTIES
AND ADD SEVEN SALES CENTERS IN FOUR NEW STATES**

HISTORIC GROWTH BUILDS ON BRAND'S LEGACY

ORLANDO, FLA (May 20, 2016) – The [Holiday Inn Club Vacations®](#) brand, developed and exclusively operated by [Orange Lake Holdings](#) through a first-of-its-kind marketing alliance with InterContinental Hotels Group ([IHG](#)), is experiencing a historic growth period – doubling its resort properties and sales centers as it continues to rebrand Silverleaf Resorts as Holiday Inn Club Vacations resort properties. Acquired on May 20, 2015, the 13 additional properties increase the Holiday Inn Club Vacations resort network to 26 properties now located across 12 states with more than 7,400 vacation villas. Eight of these resorts have been branded in the last six months, with five properties scheduled to join the vacation ownership network by the end of 2016. Six new sales centers in four states have also been added to the brand's sales network and by the end of the year another sales center will be bring the total number to 14 in nine states.

“Very few vacation ownership brands have attempted to do what we have done in such a short time period.” said Don Harrill, CEO of Orange Lake Holdings. “Our team has worked around the clock this past year to bring the business units, team members and resorts into our network, and we’re not stopping there. We’ve added six new sales centers in four new markets and we are continually identifying new opportunities to further expand our resort network and Club product offering. Every milestone we hit demonstrates our brand’s history and commitment that our founder Kemmons Wilson set – to provide new and unique family vacation experiences for our owners and guests.”

Kemmons Wilson, the man known as America’s Innkeeper and creator of the Holiday Inn® brand, opened his first timeshare property–Orange Lake Resort–in 1982. In 2008,

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the Holiday Inn Club Vacations brand was born out of Kemmons Wilson's vision for family vacations when IHG and Orange Lake Holdings entered into a historic marketing alliance. In just eight short years, Holiday Inn Club Vacations has become one of the largest vacation ownership brands, more than tripling its ownership base from 110,000 owners to more than 340,000 owners and club members in 2016.

Prior to 2008, Orange Lake Holdings' vacation ownership brand included four resorts totalling 2,640 villas. Additionally, the Holiday Inn Club Vacations employee base has grown significantly from 3,000 employees in early 2015 to more than 6,000 team members across the country today.

"This has been an exciting time for the Holiday Inn Club Vacations brand. We set out on a journey eight years ago to expand our resort network with a recognized world-leader in the hospitality industry – IHG. We've accomplished this by offering a fantastic points based Club product, a network of great resorts and employing the best people in the industry," said Tom Nelson, president and COO of Orange Lake Holdings. "The Holiday Inn Club Vacations brand was built on providing great vacation experiences, not just the sticks and bricks. People buy from us for the vacation experience and that's how we sell and market – for our members to spend quality time together. We continue to build upon our core values. Our goal is to be the best and most recognized vacation ownership brand in the business, and we know we're well on our way to achieving it."

Three Silverleaf Resort properties were branded prior to the end of 2015 including: [Holiday Inn Club Vacations Fox River Resort](#), [Holiday Inn Club Vacations Oak n' Spruce Resort](#), and [Holiday Inn Club Vacations Apple Mountain](#). Five additional resorts have joined the resort family since April 14 of this year: [Holiday Inn Club Vacations Piney Shores](#), [Holiday Inn Club Vacations Holiday Hills Resort](#), [Holiday Inn Club Vacations Orlando Breeze](#), [Holiday Inn Club Vacations Hill Country Resort](#), and [Holiday Inn Club Vacations Villages Resort](#).

Five more properties will join the brand by December 2016 including: Galveston Seaside Resort, located in Galveston, Texas; Lake o' the Woods Resort, located in Flint, Texas; Timber Creek Resort, located in De Soto, Missouri; Holly Lake Resort, located in

Holly Lake Ranch, Texas; and Ozark Mountain Resort, located in Kimberling City, Missouri.

The Holiday Inn Club Vacations brand is part of IHG's diverse family of brands in nearly 100 countries and territories. The scale and diversity of the IHG family of brands means that its hotels can meet guests' needs whatever the occasion – whether an overnight getaway, a business trip, a family celebration or a once-in-a-lifetime experience. The Holiday Inn Club Vacations brand participates in [IHG® Rewards Club](#). The industry's first and largest [hotel rewards](#) program is free, and guests can enroll at [IHGRewardsClub.com](#), by downloading the [IHG® App](#), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 5,000 hotels worldwide.

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About Orange Lake Holdings, LLP

Orange Lake Holdings is the parent company of Orange Lake Resorts and Silverleaf Resorts, encompassing 26 resorts and 7,400 villas in the U.S., with over 340,000 timeshare owners and 6,000+ employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates the Holiday Inn Club Vacations® brand. It was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® brand founder Kemmons Wilson. The brand operates 21 resorts across 12 states. For more information on Holiday Inn Club Vacations or to book reservations, visit [hiclubvacations.com](#). Find us on Facebook at [facebook.com/hiclubvacations](#) or Twitter at [twitter.com/hiclubvacations](#).

Notes to Editors:

[IHG® \(InterContinental Hotels Group\)](#) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including [InterContinental® Hotels & Resorts](#), [Kimpton® Hotels & Restaurants](#), [HUALUXE™ Hotels and Resorts](#), [Crowne Plaza® Hotels & Resorts](#), [Hotel Indigo®](#), [EVEN® Hotels](#), [Holiday Inn® Hotels & Resorts](#), [Holiday Inn Express®](#), [Staybridge Suites®](#) and [Candlewood Suites®](#).

IHG franchises, leases, manages or owns more than 5,000 hotels and nearly 742,000 guest rooms in almost 100 countries, with nearly 1,400 hotels in its development pipeline. IHG also manages [IHG® Rewards Club](#), the world's first and largest hotel loyalty programme, with nearly 94 million members worldwide.

[InterContinental Hotels Group PLC](#) is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit [www.ihg.com](#) for hotel information and reservations and [www.ihgrewardsclub.com](#) for more on IHG Rewards Club. For our latest news, visit: [www.ihg.com/media](#) and follow us on social media at: [www.twitter.com/ihg](#), [www.facebook.com/ihg](#) and [www.youtube.com/ihgplc](#).

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