



Sell My Timeshare NOW.com



**JULY
2009**



Year-to-Date Statistical Synopsis

2009 has been defined worldwide by a global economy that continues to struggle, and a US market still dealing with tight consumer credit lines and rising unemployment.

Despite the overall situation, Sell My Timeshare NOW has seen year-to-date increases in both the number of offers and the amount of offers to buy timeshare, year-over-year from 2008.

The opening of a new Sell My Timeshare NOW call center in Orlando, Florida, and the continuing expansion of the company's products and services are expected to help the company maintain its position as an industry leader in the advertising and marketing of timeshare resales and timeshare rentals.



ARAMIS CHERRINGTON

Senior Director of Sales

Aramis Cherrington has more than 15 years of experience and executive leadership expertise in timeshare marketing, operations, and call center performance.

Previously the Call Center Sales and Operations Director for Westgate Resorts, Aramis has also worked for Sunterra as the Marketing Director for their Western Region call centers, and for Starwood Vacation Ownership, BFA Consulting Group, Club Regina, and ResortCom International.



EXPANDING OUR SERVICE CENTERS

NEW ORLANDO CALL CENTER FOR SELL MY TIMESHARE NOW

In keeping with the company's commitment to

aggressive growth, Sell My Timeshare NOW has opened a new office in Orlando, Florida.

Located at 400 South Park Center, 8415 South Park Circle, Suite 110, the new Sell My Timeshare NOW call center is near many popular Central Florida timeshare resorts. Operations began with the hiring and training of six employees, with the long-term goal of creating 100 jobs at the Orlando location.

Aramis Cherrington will head the Orlando office, while new Senior Director of Sales **Bonnie McCloud** will oversee sales in the Dover, NH office.

Bonnie McCloud brings executive leadership skills in internet advertising, sales, e-commerce, and customer service to her new position—experience that will be valuable as she helps Sell My Timeshare NOW grow the sales floor.

"The Orlando call center offers highly experienced timeshare veterans the opportunity to professionally service our customers, providing them the best options for renting or selling timeshare. Central Florida is an excellent source for attracting talented timeshare professionals with bilingual skills, to help us better serve our international market, especially Spanish-speaking timeshare sellers and buyers."

CONTINUING GROWTH



YEAR TO DATE GROWTH FOR SELL MY TIMESHARE NOW

The number of offers to buy or rent timeshare

received by **Sell My Timeshare NOW** year-to-date is 91,807, up 54 percent over offers received in 2008.

So far in 2009, the dollar amount of offers received to buy or rent timeshare has totaled **\$238,285,464**. This represents an increase of 15 percent year-to-date over offers received in 2008.

The number of rental offers, (which also are included in the above statistics) have increased by 140 percent year-to-date over rental offers from 2008.

The amount of the offers to rent timeshare was \$53,570,670, representing an increase of 79 percent over offers year-to-date from 2008.

Website Traffic at: www.sellmytimesharenow.com

- **Current average monthly overall traffic to the website is: 2,369,814, marking a 4 percent YTD increase over 2008.**
- **Current average monthly unique traffic to the website is: 421,032 visitors, marking a 7 percent YTD increase over 2008.**



BONNIE McLOUD

Senior Director of Sales

Bonnie McCloud joined the Sell My Timeshare NOW team in April 2009 as the Senior Director of Sales.

Bonnie comes to Sell My Timeshare NOW from American Passport Express, a division of CIBT, the world leader in providing travel documents. She was responsible for the internet advertising campaigns at American Passport Express, the company's large call center, and its e-commerce platform for customers ordering passports and visas.

BOOK IT NOW...



Luke Lanigan
& Kevin Curran,
Managing the
Sell My Timeshare NOW
Rental Department

Sell My Timeshare NOW has now added a new user-friendly, real time feature to its website, designed to enable consumers to select timeshare rentals from available dates and locations and then **Book It NOW**, for immediate booking of their next vacation.

By using the new **Book It NOW** feature, vacationers can rent timeshare online with the same ease people have grown accustomed to enjoying when making airline or car rental reservations.

Sell My Timeshare NOW is the only timeshare resale and timeshare rental advertising

company to offer this service. Renters can search **Book It NOW** properties to book and confirm a timeshare rental online; search the company's full inventory of timeshare rentals and then contact the timeshare owner directly to negotiate a best-price rental rate; or take advantage of Rental Assist and let a vacation specialist find the rental property that best fits their needs and preferences.

The logo for 'Book It NOW' features the words 'Book It' in a blue, sans-serif font above the word 'NOW' in a larger, bold, orange, sans-serif font. The text is set against a white background with a subtle drop shadow.

This document contains forward-thinking projections based on the best information available to company management at the time of publication. Founder and CEO, Jason Tremblay, is available for interview at: **603-516-0649**, or you may schedule an interview by contacting: steweluba@sellmytimesharenow.com

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The logo for 'Sell My Timeshare NOW.com' features a stylized sun with rays above a blue wave. Below the wave, the text 'Sell My Timeshare' is in a black, serif font, and 'NOW.com' is in a blue, sans-serif font.

Sell My Timeshare **NOW.com**