

NHRA Announces Marketing Partnership With Wyndham Vacation Ownership

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NHRA announced today that it has signed a marketing partnership with Wyndham Vacation Ownership, the world's largest vacation ownership company and a member of the Wyndham Worldwide family of companies (NYSE, WYN).

As part of the agreement, the company, through its Wyndham Vacation Resorts brand, will have a major presence at all NHRA POWERade Drag Racing Series events in 2008 with an on-site promotional display in the NHRA Manufacturers Midway.

"We are pleased to welcome Wyndham Vacation Ownership into the NHRA family of sponsors," said Gary Darcy, senior vice president of sales and marketing, NHRA. "We look forward to working with Wyndham to help them identify new customers by providing access to the fans that attend NHRA POWERade Drag Racing Series events each year."

The strategic marketing partnership increases Wyndham Vacation Ownership's presence in motor sports, as the company also has marketing alliances with high-profile race teams owned by NHRA legend Don "The Snake" Prudhomme and NASCAR legend Richard Petty.

"Our partnership with NHRA has created a tremendous opportunity to increase awareness of our world-class products and the vacation ownership industry to NHRA fans across the country," said Franz Hanning, president and CEO, Wyndham Vacation Ownership. "The motor sports industry has welcomed our company into their community and we are excited to align our brand with a racing series rich with tradition and loyal fans."

Wyndham Vacation Ownership, a member of Wyndham Worldwide's (NYSE: WYN) family of companies, is the world's largest vacation ownership business, as measured by the number of vacation ownership resorts, individual vacation ownership units and owners of vacation ownership interests. Wyndham Vacation Ownership develops, markets and sells vacation ownership interests and provides consumer financing to owners through its three primary consumer brands, Wyndham Vacation Resorts, WorldMark by Wyndham and Wyndham Vacation Resorts Asia Pacific. As of July 31, 2007, Wyndham Vacation Ownership had developed or acquired more than 135 vacation ownership resorts throughout the United States, Canada, Mexico, the Caribbean and the South Pacific that represent more than 17,000 individual vacation ownership units and more than 800,000 owners of vacation ownership interests. Wyndham Vacation Ownership is headquartered in Orlando, Florida, and is supported by more than 16,000 employees globally.

Headquartered in Glendora, Calif., NHRA is the primary sanctioning body for the sport of drag racing in the United States. It presents 24 events through its NHRA POWERade Drag Racing Series. NHRA has 80,000 members and 140 member tracks. NHRA-sanctioned sportsman and bracket racing series provide competition opportunities for drivers of all levels. NHRA develops the stars of tomorrow by offering the NHRA Lucas Oil Drag Racing Series, NHRA Summit Racing Series and NHRA Street Legal Drags presented by AAA. NHRA also offers the O'Reilly Auto Parts Jr. Drag Racing League for youths ages 8 to 17.

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