

Wyndham Worldwide and Women on Their Way Join with Martha Stewart to Celebrate Women of Achievement

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Wyndham Worldwide (NYSE:WYN), one of the world's largest hospitality companies, is breathing new life into Wyndham's pioneering WOMEN ON THEIR WAY(R) program and affiliating with Martha Stewart Living Omnimedia (NYSE:MSO) and the 'Dreamers into Doers' Awards Program.

WOMEN ON THEIR WAY(R) is the hospitality industry's longest-running branded program entirely dedicated to female travelers. Since the program's launch in 1995, Wyndham has supported women travelers as they've emerged from a niche market to a formidable force, listening and responding to women's feedback. The program has delivered a better hotel experience for all travelers, including the addition of various amenities to hotel rooms such as coffee makers, full length mirrors and healthier room service menus.

'80% of all travel is planned and booked by women today,' said Betsy O'Rourke, Senior Vice President of Marketing and Communications for Wyndham Worldwide, 'WOMEN ON THEIR WAY(R) is about recognizing, supporting and celebrating women while providing a resource for them to research, plan and book all their travel, giving them ideas on how to make the most of their valuable time away from work and their everyday lives.'

Wyndham Worldwide just relaunched the website, www.womenontheirway.com offering travel and safety tips, articles on destinations and events, travel deals and promotions and two advice columns, one from a veteran business traveler and one from a young mother. Blogs and message boards will be added soon to create a community where women can exchange their best tips for successful trips.

'We are thrilled to be affiliated with Martha Stewart Living Omnimedia's 'Dreamers into Doers' program, which celebrates the successes and achievements of women,' added O'Rourke. 'WOMEN ON THEIR WAY(R) is committed to supporting the efforts of all women and we feel that our relationship with Martha Stewart Living Omnimedia and 'Dreamers into Doers' is a great platform to recognize women and encourage them to reach for their dreams both at home and when they're away.'

'We are happy to be working with Wyndham Worldwide and WOMEN ON THEIR WAY(R) and are proud to have them on board as a sponsor in the 'Dreamers into Doers' awards program,' said Martha Stewart, Founder of MSLO.

Launched in 2007, the 'Dreamers Into Doers' program celebrates women who have turned a specific passion into a career, a business or a philanthropic program, just as Martha did 25 years ago with her first book, *Entertaining*. Beginning today and continuing through July 11, women are invited to submit a 250-word essay and photos showcasing their endeavor at www.marthastewart.com/dreamers. From these entries, Martha Stewart and her team at Martha Stewart Living Omnimedia, Inc. will select one Grand Prize winner and 10 honorees who will be honored this Fall in New York City on The Martha Stewart Show.

The Grand Prize winner will receive \$10,000 from MSLO to help her pursue her dream along with vacations for a lifetime with Wyndham Vacation Ownership. Honorees will each be awarded \$1,000 and will also receive a week long vacation at the Wyndham Rio Mar Resort + Spa in Puerto Rico.

About Wyndham Worldwide

As one of the world's largest hospitality companies, Wyndham Worldwide (NYSE:WYN) offers individual consumers and business-to-business customers a broad suite of hospitality products and services across various accommodation alternatives and price ranges through its premier portfolio of world-renowned brands. Wyndham Hotel Group encompasses almost 6,500 franchised hotels and 550,000 hotel rooms worldwide. Group RCI offers its more than 3.4 million members access to over 60,000 vacation properties located in approximately 100 countries. Wyndham Vacation Ownership develops, markets and sells vacation ownership interests and provides consumer financing to owners through its network of approximately 140 vacation ownership resorts serving over 800,000 owners throughout North America, the Caribbean and the South Pacific. Wyndham Worldwide, headquartered in Parsippany, N.J., employs more than 30,000 employees globally.

For more information about Wyndham Worldwide, please visit the Company's web site at www.wyndhamworldwide.com.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE:MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, *Martha Stewart Living*, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization tools and more. The Broadcasting segment produces such outstanding programming as the Emmy-winning daily, nationally syndicated television series, 'The Martha Stewart Show' and Martha Stewart Living Radio, channel 112 on SIRIUS Satellite Radio. In addition to its media properties, MSLO offers high quality Martha Stewart products through licensing agreements with carefully selected companies, including the Martha Stewart Collection exclusively at Macy's, Martha Stewart Everyday at Kmart, Martha Stewart Crafts with EK Success and a co-branded food line with Costco. In April 2008, Emeril Lagasse joined the Martha Stewart family of brands, MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming,

cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

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