



Stash Hotel Rewards

Corporate Fact Sheet

Everyone's been told that getting there is half the fun. But what about the other half? The being there half? The promise of landing smack-dab in the middle of fun (or adventure or excitement or just something new) is why we put ourselves in motion. We travel to immerse ourselves into experiences that are enriching, invigorating, and are fantastic for their unfamiliarity.

But instead, travelers often find themselves settling for very un-special places. They're there because they just couldn't find anything better. Or because they couldn't resist the siren call of reward points...those amazing little numbers with the magical ability to transform a year of have-to business trips into a can't-wait, life-changing getaway.

It was time to do something about it. To free travelers from the uninspired offerings of existing hotel reward programs by making it as easy to book a stay at an amazing hotel as it is a so-so one, and to rack up those irresistible points while doing so. It was time for Stash Hotel Rewards.

About Stash

Stash Hotel Rewards is a hotel rewards program where members earn and redeem points at authentic, independently-run hotels across the U.S. Launched in May 2010, Stash makes it easy for inspired travelers to break free from big, bland hotel chains and stay where they really want.

About Stash partner hotels

Currently, more than 100 partner hotels participate in Stash (as of January 2011), including some of the best spas in Napa, upscale resorts in the Rockies and Florida, and boutique gems in New York, Boston, Chicago, Los Angeles, San Francisco, Seattle, and Washington, D.C. Recognized for their remarkable design, comfort and service, many of the properties appear on the "Best Hotels" lists of the leading travel publications and have received some of the highest "recommend" ratings on top travel sites. For a full list of properties, visit www.stashrewards.com/hotels.

Member benefits

Once travelers sign up for a free account at the Stash website www.stashrewards.com, they can immediately begin earning points at a wide variety of independent, distinctive hotels—members aren't limited to staying with just one brand. One-of-a-kind Stash partner hotels were created with design and spirit that reflect their locales, without big-chain sameness.

Stash was designed to provide free nights ridiculously fast. Members earn 5 points per dollar spent on eligible room rates, earning a free night in as little as 5 stays...and sometimes faster. Stash makes it easy to find and redeem a room. There are no black-out dates, and points never expire. Rigid reward categories don't exist, which means all rooms are unlocked for redemption. Additionally, Stash members have access to exclusive travel deals from Stash partner hotels.

How Stash was conceived

The idea for Stash came to Jeff Low, founder and CEO, during one of his many trips to New York City. As a frequent traveler, Jeff often stayed at Affinia 50 when he traveled to New York. Although Jeff loved the modern, club-like atmosphere of the hotel, he realized he was making a trade-off to stay there, as he wasn't able to earn points as he would at one of the larger chains. This got him thinking, and thinking got him talking, and the talking lead to action, which lead to the creation of Stash.

About Jeff Low

Before creating Stash, Jeff developed and ran Expedia's ThankYou program, the first rewards program offered by an online travel agency. He also created the Expedia.com credit card, named "the best card for travel rewards" by Smart Money. Prior to Expedia, Jeff led the brand and customer experience teams that helped create MLB.com.