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SMART CIRCLE® INTERNATIONAL DRIVES TRAFFIC FOR HOSPITALITY INDUSTRY DURING FALL TRAVEL SLOWDOWN

DALLAS, Texas – Leading worldwide referral marketer, [Smart Circle® International](#), announces 36 new destinations for its popular travel packages, including 11 from its newest partner Diamond Resorts International. Working with locations across North America to promote cost-efficient vacation packages since 2004, The Smart Circle® helps hotels and resorts increase visibility and traffic through its proven marketing program and incomparable access to consumers via a network of professional distributors.

Through its partnership with Diamond Resorts, The Smart Circle represents new destinations including Scottsdale and Sedona, Gatlinburg and St. Maarten, in addition to its existing portfolio of locations throughout 50 domestic and international destinations, such as Las Vegas, New York, Lake Tahoe, Napa Valley, Daytona, Cancun and Cabo San Lucas. The company's packages include unique values, such as discounted room rates and free rounds of golf. Visitors who take the optional resort tour learn more about vacation membership opportunities in exchange for additional incentives, such as free dinners and passes to area attractions.

"We're thrilled to partner with Smart Circle International given their ability to reach an extensive group of consumers and their proven track record for success in this industry," said James R. Danz, CMO of Diamond Resorts International. "We represent

quality resorts that operate with a high level of professionalism and integrity. The Smart Circle's relationship will bring a unique synergy between our organizations for an even higher level of quality and customer satisfaction."

"Our new venture with Diamond Resorts allows us to expand our travel portfolio and offer more options to consumers," says George Graffy, president of Smart Circle International. "We're excited about this partnership and the great destinations Diamond Resorts brings to the table."

In addition to travel, The Smart Circle boasts clients in a variety of industries, including professional sports teams, restaurants, entertainment attractions and other venue and retail-based businesses.

About Smart Circle® International

Since 1989 Smart Circle International has been the dominant force in referral marketing worldwide. Major companies turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers. Smart Circle International reaches consumers face-to-face through its retail and community marketing networks. <http://www.smartcircleinternational.com> [Smart Circle International] is a trademark of Smart Circle International, Inc.

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