



Marriott International's New Lifestyle Brand Shakes Up Traditional Hospitality *Brings Edgy, Fun Moxy Hotels to the U.S. in 2016*

January 26, 2015 – Los Angeles, CA – [Marriott International, Inc.](#) (NASDAQ:MAR) announced today the introduction of, [Moxy Hotels](#), to the U.S. The new and contemporary brand, first launched in Europe, is entering the market in a bold way, with eight identified projects slated for major metropolitan locations, including New York City (Chelsea, Mid-town and Lower Manhattan), San Francisco, Seattle, New Orleans and Chicago.

Moxy Hotels was launched in fashion forward Milan last September and more hotels are set to open across Europe in Germany (Munich, Frankfurt and Berlin); Denmark (Copenhagen); and the United Kingdom (London) over the next two years.

"Moxy fully embraces today's contemporary traveler and welcomes guests with its style, design and attitude," said Tina Edmundson, global officer, luxury and lifestyle brands. "Moxy clearly resonates with the young and young at heart – it's fun, edgy, and social, all with a youthful spirit.



"We have implemented a development strategy across North America in locations that meet the Moxy mantra – high performing markets and urban locations popular with millennials," added Eric Jacobs, chief development officer. "We are focusing on travelers looking for comfort, a distinct style and affordability."

Moxy's first New York property will be created by the world-renowned design firm Yabu Pushelberg. George Yabu and Glenn Pushelberg are well known for delivering the unexpected and are dedicated to designs that reflect an imaginative, thoughtful and honest approach. For future Moxy hotels, some of the design aesthetics may be modified depending on the personality of the local market.



Moxy's inviting lobbies are crafted to be highly social spaces with a high-energy lounge, 24/7 self-service grab and go, ample plug-ins for personal devices, free and furiously-fast Wi-Fi, and the Moxy Digital Guestbook for streaming videos and pictures via Instagram. Each hotel is also equipped with a library and plug-in zones that invite a quiet read or a brief web browse. Guest rooms will offer keyless entry, screen-casting and motion-sensor lighting.

Moxy is the latest addition in a growing luxury and lifestyle brand portfolio at Marriott International. Each brand is positioned to serve today's savvy traveler by delivering high design and technology forward experiences at every price point. Marriott International's luxury and lifestyle brands portfolio currently includes The Ritz-Carlton Hotel Company, EDITION, JW Marriott Hotels & Resorts, the Autograph Collection, Renaissance Hotels, AC Hotels by Marriott and Moxy Hotels. Accounting for 25 percent of the company's system wide pipeline, Marriott expects to add more than 200 luxury and lifestyle hotel projects over the next several years, reflecting over \$15 billion of investment by the company's owners and franchisees.

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Marriott International, Inc. (NASDAQ: MAR) is a global leading lodging company based in Bethesda, Maryland, USA, with more than 4,100 properties in 79 countries and territories. Marriott International reported revenues of nearly \$13 billion in fiscal year 2013. The company operates and franchises hotels and licenses vacation ownership resorts under 18 brands. For more information or reservations, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

NOTE: The statements about the future addition of hotels to Moxy Hotels are "forward looking statements" within the meaning of federal securities laws, not historical facts, and are subject to a number of risks and uncertainties, including supply and demand changes for hotel rooms; competitive conditions in the lodging industry; relationships with clients and property owners; the availability of capital to finance hotel growth; and other risk factors identified in Marriott International, Inc.'s most recent quarterly report on Form 10-Q; any of which could cause actual results to differ materially from those expressed in or implied by our statements. These statements are made as of the date of this press release, and we undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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