



## InterContinental Hotels Group Launches Magazine Rewards Program with M2 Media Group

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*Priority Club® Rewards adds magazine subscriptions to robust list of member rewards*

**Stamford, CT (October 16, 2008)**—M2 Media Group, LLC, a leading magazine subscription agency, has launched a reward option with IHG (InterContinental Hotels Group) to offer magazine subscriptions in Priority Club® Rewards, the first, largest and fastest-growing guest loyalty program in the hotel industry. This reward option provides members the ability to redeem points for dozens of America's most popular magazines, including titles like *Forbes*, *Men's Health*, *Shape*, *Smithsonian*, and *The Wall Street Journal*.

"We're excited to be a part of IHG's industry-leading loyalty program, Priority Club Rewards," said Michael Borchetta, chief executive officer of M2. "Our magazine rewards platform presents broad choice for members of hotel and airline loyalty programs, offering best-in-class titles directly through a single source."

M2 Media Group created an integrated multi-channel program for Priority Club Rewards that enables its more than 39 million members to redeem magazines in a variety of ways, including online, via phone, and by postal mail response. The program currently features more than 30 magazines, mostly one-year subscriptions, with additional titles to be added throughout the year.

### **About Priority Club Rewards**

With more than 39 million members, IHG's Priority Club Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Priority Club Rewards received a Lifetime Achievement Award at the 20TH Annual Freddie Awards for the program's 25th Anniversary. Priority Club Rewards was also recently named the "Best Hotel Rewards Program in the World" in Global Traveler magazine's annual GT Tested Awards and the "Best Hotel Loyalty Program by Business Traveler magazine. Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program. Enrollment in Priority Club Rewards is free. Guests can enroll by logging on at [priorityclub.com](http://priorityclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 4,000 hotels worldwide.

### **About M2 Media Group, LLC**

**M2 Media Group** ([m2mediagroup.com](http://m2mediagroup.com)) is a leading magazine subscription agency specializing in innovative magazine marketing and rewards programs. The company was founded by experienced industry veterans from magazine publishing, circulation and partnership development. M2 operates a variety of magazine programs with brand leaders such as Barnes & Noble, Orbitz, eHarmony and Choice Hotels.

M2 also owns several leading magazine services, including Blue Dolphin ([bluedolphin.com](http://bluedolphin.com)), an online magazine retailer; MyPrice Magazines ([mypricemagazines.com](http://mypricemagazines.com)), a Name Your Own Price® magazine service operated under license from Priceline.com; and Mercury Magazines ([mercurymagazines.com](http://mercurymagazines.com)), one of the largest online distributors of business and trade publications.