

Marriott Rewards Goes to Bat for New Movie About Baseball Legend Jackie Robinson
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BETHESDA, Md., April 5, 2013 /PRNewswire/ -- Marriott International and Marriott Rewards, the company's world-class loyalty program, are hitting a home run with **42**, the upcoming film about baseball legend Jackie Robinson, who became an American hero when he joined the Brooklyn Dodgers in 1947, forever breaking Major League Baseball's color line.

(Photo: <http://photos.prnewswire.com/prnh/20130405/PH89393>)

"We want **42** to be a winner because we believe Jackie Robinson is a powerful role model and inspiration to people everywhere who aspire for greater opportunities," said Ed French, senior vice president, Marriott Rewards. "**42** is also a new and unique way for us to engage the 42 million members of our award-winning loyalty program and offer a special opportunity for them to experience the premiere and release of this important film. To promote the film, we created a souvenir **42** key card insert; and worked with LodgeNet, the provider of in-room entertainment at many of our hotels nationwide to air the film's trailer and a personalized message from Chadwick Boseman, the actor portraying Jackie Robinson. We also launched a Facebook game and sweepstakes with the grand prize winner receiving a trip for two to Los Angeles to attend the film's world premiere."

Scheduled for release April 12th, **42** is a presentation of Warner Bros. Pictures and Legendary Pictures. The film also stars Harrison Ford as Dodgers GM and President Branch Rickey and Nicole Beharie as Jackie's wife, Rachel. View the trailer at -- www.42movie.warnerbros.com

"This is the story of one man overcoming incredible odds to achieve his dream and open the door for African Americans during a troubled and divisive time in the country's history," said Apoorva Gandhi, vice president, multicultural markets and alliances, Marriott International. "We applaud its message of equality, inclusion and opportunity, which are values we embody in our Marriott culture."

Marriott has a longstanding commitment to diversity and inclusion and has strategic partnerships with organizations that share the same vision and goals. The company was the first in the travel industry to establish a formal diversity and inclusion program in 1989 and the first to introduce a formal supplier diversity program in 1997. These programs have expanded to support the communities where Marriott does business. For more about Marriott's diversity and inclusion efforts, visit www.marriott.com/diversity.

Marriott Rewards is free to join and has no blackout dates and members can earn and redeem points at more than 3,600 Marriott International hotels around the world and at Marriott Rewards' luxury partner, The Ritz-Carlton®. Members can also redeem points for frequent flyer miles, cruises, car rentals, merchandise and more. For information about Marriott Rewards, call 800-450-4442 or log on to MarriottRewards.com.

Visit [Marriott International, Inc.](http://MarriottInternational.com) (NYSE: MAR) for company information. For reservations, please visit www.marriott.com and for the latest company news, visit www.marriottnewscenter.com.

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