



For Immediate Release

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Cranwell Resort Partners with Stash Hotel Rewards
Now Part of the Largest Point-Based Program for Independent Hotels in the U.S.

Lenox, MA (February 24, 2011) – Cranwell Resort, Spa and Golf Club today announced its partnership with Stash Hotel Rewards®, an innovative hotel rewards program that enables travelers to quickly earn free nights at distinctive, independent hotels without blackouts or inflexible category restrictions. Guests of Cranwell Resort can now earn points toward free nights each time they stay at any of the more than 110 distinctive hotels in over 80 cities that participate in Stash.

Located in the Berkshires in Western Massachusetts known for its abundant cultural venues including the famed Boston Symphony’s Tanglewood Music Center and the Norman Rockwell Museum, Cranwell stands apart with its graceful, historic Gilded Age Mansion and 380 acres of surrounding panoramic views. Visitors will now be able to experience this unique setting while earning reward points for stays at Cranwell and other one-of-a-kind, independent hotels throughout the U.S.

“Stash Rewards are perfect for frequent travelers who are seeking a variety of unique guest experiences at hotels and resorts like Cranwell,” said Norma Probst, Director of Marketing for Cranwell. “Not only will our current guests who return to Cranwell year after year be rewarded for their loyalty, but Cranwell is now in a position to attract new travelers also seeking value through a rewards program.”

Guests can easily sign up for a free account at the Stash website www.stashrewards.com. Points can be earned immediately and never expire. Redemption is simple and free from rigid reward categories, and black-out dates don’t exist. Additionally, Stash partner hotels provide members with exclusive travel deals.

ABOUT CRANWELL RESORT, SPA & GOLF CLUB

Cranwell is located just two and one-half hours from New York City and Boston in the historic New England village of Lenox, Massachusetts. This award winning resort features 96 distinctive guest rooms and suites, an 18-hole Championship golf course set on 380 hilltop acres, and is home to one of the largest resort Spas in the Northeast. With three restaurants and spacious banquet rooms, Cranwell also hosts numerous year-round conferences, weddings and social events. The resort is a member of Small Luxury Hotels of the World™ brand and is also a long time member of Historic Hotels of America, which preserves the authenticity of over 200 of America's most prominent historic hotels and inns. The resort is listed in Zagat's "Top U.S. Hotels, Resorts & Spas" and some of their many recognitions include SpaFinder Readers' Choice Award for one of "Best Spa Resorts for Golf" and the Wine Spectator Magazine Award for Excellence.

About Stash Hotel Rewards

Stash Hotel Rewards frees travelers from the uninspired offerings of existing hotel reward programs by making it as easy to earn free nights at an amazing hotel as it is a so-so one. Members earn 5 points per dollar spent on their hotel room, resulting in a free night in a little as 5 typical stays. And Stash points can be redeemed without blackout dates, point expirations or annoying category restrictions found in many chain programs. The distinctive hotels that offer Stash include some of the best spas in Napa, world-class resorts in Florida, and boutique gems in New York, Seattle and Los Angeles. Many Stash partner hotels appear on the "Best Hotels" lists of the leading travel publications and the hotels receive some of the highest recommend ratings on top travel sites. Travelers can easily sign up for a free account at the Stash website www.stashrewards.com.

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