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Synchrony Financial and Stash Hotel Rewards Announce Exclusive Agreement to Provide Co-Brand Credit Card Program

Program to enable travelers to earn more rewards, faster

STAMFORD, Conn.--(BUSINESS WIRE)-- Synchrony Financial (NYSE:[SYF](#)), a premier consumer financial services company with 80 years of retail heritage, today announced a long-term agreement with award-winning Stash Hotel Rewards to provide a co-branded credit card program to Stash Hotel Rewards members.

Stash Hotel Rewards is an award-winning loyalty program for independent hotels in the U.S. and Caribbean. Stash provides travelers with the opportunity to earn points for free nights when they stay at any of the over 150 one-of-a-kind hotels including landmark historic hotels, top-rated resorts and distinctive business-class properties.

With the new Stash co-branded credit card, members can accumulate points even faster. In addition to the points earned by staying at a property in the Stash program, cardholders will also receive additional Stash points through their qualifying everyday spend. The points can be redeemed for free nights at any Stash partner hotel. Stash points never expire, and redemption is simple, without blackout dates or category restrictions found in many chain programs.

"We created Stash because we saw travelers passing on exceptional hotel experiences to stay at predictable chain hotels, just so they could earn points," said Jeffrey Low, Founder and CEO of Stash Hotel Rewards. "Stash is designed to let the traveler have it all – a memorable stay and meaningful rewards. By partnering with Synchrony Financial we're creating a card that accelerates rewards while keeping with our tradition of remarkable experiences without compromise."

Expected to launch in the fall of 2015, the Stash Hotel Rewards co-brand credit program will be available for Stash members to apply online and through their mobile device at [StashRewards.com](#). Exclusive program benefits include an introductory offer, e-bill and e-payment options, and mService, Synchrony Financial's mobile servicing platform available on all mobile devices.

"This is an exciting opportunity for us to work with Stash Hotel Rewards to offer co-branded credit and reward options to enrich the value for their members," said Tom Quindlen, CEO of Synchrony Financial's Retail Card platform. "Our deep experience in working with independent business owners and a growing base of members, combined with our loyalty and technology capabilities translate well for developing a value-rich program."

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#)), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' approximately 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label and co-branded Dual Card credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺ branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com and twitter.com/SYFNews.

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