



Hotel Sierra King of Prussia Celebrates Grand Opening

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KING OF PRUSSIA, Pa.--([BUSINESS WIRE](#))--Hyatt Hotels & Resorts today announced the opening of Hotel Sierra King of Prussia, a gem among Valley Forge hotels that delivers an ideal balance of comfort and convenience for life away from home.

As the newest addition to the Hotel Sierra family, the hotel sits near the King of Prussia Mall, the largest shopping complex in one location with almost three million square feet of retail space and restaurants. The surrounding area is home to the Valley Forge Convention Center, Philadelphia Expo Center and major corporations including Pfizer, Lockheed Martin, SunGard, AmerisourceBergen, Northrop Grumman and SAP. The hotel provides easy access to Interstate 76, along with other major highways and is also just a short commute to historic downtown Philadelphia, where travelers can visit top tourist spots like the Liberty Bell, National Constitution Center and the Betsy Ross House.

"Philadelphia is rooted in education, history, culture and entertainment, and travelers will appreciate how close Hotel Sierra King of Prussia is to everything that this dynamic city has to offer," said Josh Davalos, general manager of Hotel Sierra King of Prussia. "We're confident that the hotel's intuitive amenities and guest-empowered approach will exceed guest expectations and will be an exciting, vibrant addition to the area."

Focused on delivering a guest-driven experience, this hotel offers select amenities that effortlessly bridge the gap between domestic routine and responsibility with life on the road. A complimentary, bistro-style breakfast coupled with full-size, contemporary kitchens (suites) and dual-dedicated fitness centers help maintain daily health regimens, while free Wi-Fi, flat panel televisions with expanded cable, an interactive business lounge and the weekday edition of USA Today help to keep guests connected. Unexpected indulgences include clock radios with iPod docking stations to keep personal playlists on cue, freshly-brewed coffee, a guest shuttle and free parking, laundry and dry cleaning service, plus a 24-hour onsite market.

"With our recent acquisition of the Hotel Sierra brand from LodgeWorks, we are thrilled to add Hotel Sierra King of Prussia to our extended-stay portfolio, and we know the hotel will be a great complement to our Hyatt Place property that is also located in the area," said Gary Dollens, global head of franchise and select brands for Hyatt. "As we transition Hotel Sierra King of Prussia to Hyatt House by early 2012 and look to build brand preference within the extended-stay segment, we are excited to expand our presence in the East Coast with this new property."

In addition to intuitive amenities and smart, sophisticated design, Hotel Sierra places an incredible emphasis on unsurpassed service. The professional staff members are proven leaders in their fields who are skilled at anticipating guest needs at every junction.

After a day of non-stop meetings or city sightseeing, guests can indulge in stylish sips and small plates served amid an urban chic, open-air backdrop where the attitude is buttoned-down. The H BAR and alfresco patio create a stunning indoor/outdoor ambiance ideal for casual cocktail hour or an upscale evening affair. A new haute spot for locals and guests alike, patrons can dine, imbibe and socialize in style, rack-up a game of pool or linger late night in lounge seating that surrounds the outdoor fire pit.

This au courant destination hotel also lends itself well to corporate and social events. Offering almost 3,400 square feet of stylish and flexible indoor space, Hotel Sierra provides the perfect backdrop for any occasion. The alfresco patio and pool deck also provide ideal pre-function space. Hotel Sierra offers full-service meeting capabilities including an on-site dedicated contact, customizable booking pages and catering as well as state-of-the art audio and visual equipment.

Hotel Sierra King of Prussia is located at 240 Mall Boulevard and is just a short distance from the Philadelphia International Airport. For reservations or inquiries, please visit www.hotel-sierra.com.

HOTEL SIERRA KING OF PRUSSIA LEADERSHIP

Hotel Sierra King of Prussia is under the leadership of General Manager Josh Davalos and Director of Sales Carla Kishbaugh. In his new role, Davalos is directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel's 40 associates and ensuring guests encounter the purposeful service for which Hotel Sierra is known. Davalos is joined by Kishbaugh, director of sales, who is responsible for providing sales service and support to travelers and meeting planners frequenting the Philadelphia/King of Prussia area.

About Hotel Sierra:

For today's traveler who faces the modern mix of chaos and never ending expectations while on the road, Hotel Sierra provides intuitive, value-added amenities; intelligent, fashion-forward design; and no-is-never-an-answer service. Realizing that life on the road isn't either/or – it's both, Hotel Sierra relishes in real-life routine made easy, blurring the lines of both worlds and delivering an experience that leaves the guest feeling in control.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's

subsidiaries manage, franchise, own and develop hotels and resorts under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place® and Hyatt Summerfield Suites® brand names and have locations on six continents. Hyatt Summerfield Suites is being rebranded as Hyatt House™. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses Hyatt Residences™ and Hyatt Vacation Club®, which is changing its name to Hyatt Residence Club™. As of June 30, 2011, the Company's worldwide portfolio consisted of 456 properties in 44 countries. For more information, please visit www.hyatt.com.

Hotel Sierra properties are licensed, owned, or managed by affiliates of Hyatt Hotels Corporation following the August 2011 acquisition of the Hotel Sierra brand. For more information, please visit www.hyattpresroom.com.

Editor's Note: To arrange for a tour and/or interview, please call Jamie Zimmerman at 312.780.6070 or jamie.zimmerman@hyatt.com.

Forward-Looking Statements

Statements in this press release, which are not historical facts, are "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include statements about our plans, strategies, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, the rate and pace of economic recovery following the recent economic downturn; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; hostilities, including future terrorist attacks, or fear of hostilities that affect travel; travel-related accidents; changes in the tastes and preferences of our customers; relationships with associates and labor unions and changes in labor law; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; risk associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry and the markets where we operate; outcomes of legal proceedings; changes in federal, state, local or foreign tax law; fluctuations in currency exchange rates; general volatility of the capital markets and our ability to access the capital markets. A more complete description of these risks and uncertainties can be found in our filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect

actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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