



Hyatt Announces Plans for Hyatt Centric Gran Via Madrid

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CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE:H) today announced that a Hyatt affiliate has entered into a management agreement with Exacorp One, S.L. for a 159-room [Hyatt Centric](#) hotel in Madrid that is expected to open by Q4 2017. The Hyatt Centric Gran Vía Madrid marks the first Hyatt Centric hotel in Spain.

"Madrid's cosmopolitan vibe makes it an ideal location for a Hyatt Centric hotel by placing guests in the heart of the action. We are excited about this momentum as the Hyatt Centric brand continues to expand our brand presence in Europe," said Peter Norman, Senior Vice President, Acquisition and Development Europe, Africa, Middle East and South West Asia for Hyatt.

Hyatt Centric Gran Vía Madrid will boast an unbeatable location right in the center of the city on Gran Vía street, providing the best launch pad for guests looking to explore everything Madrid has to offer. The hotel will offer an authentic and unique experience, located in a historic landmark building originally built in the 1920s that will incorporate strong, local influences with a boutique vibe. Boutique shops, popular bars and trendy restaurants will be found right at the hotel's doorstep and will give guests prime access to all of Madrid's most vibrant and culturally significant sites.

The hotel's restaurant and bar "Hielo y Carbon" will offer handcrafted signature cocktails and locally inspired dishes in a sophisticated atmosphere and will feature a sophisticated, yet authentic mix of crudos and grill dishes. Slated for a 2018 opening, the hotel will feature one of the most spectacular rooftop terraces in Madrid where guests will be able to experience unparalleled views of the ornate Gran Vía that will spark traveler curiosity and create an appetite for exploring.

The new addition further demonstrates the strong potential for growth of the brand and follows the recent announcement of Hyatt Centric La Rosiere, France. Launched in 2015, the Hyatt Centric brand includes hotels in Chicago, Houston, New York City, New Orleans, Waikiki, Hawaii, Arlington, Virginia, Park City, Utah, Miami, Key West, Long Beach, Santa Barbara, San Francisco and Montevideo, Uruguay and even more in the pipeline with announced properties planned for Barbados, the French Alps and Ginza Tokyo.

"We are looking forward to working with Hyatt to introduce the Hyatt Centric brand to Spain," said Jorge Diaz Estrada, Director for Exacorp. "Hyatt Centric Gran Vía Madrid will offer an unbeatable experience for anybody

seeking to live and experience the authentic modern Madrid. The hotel's central location combined with its unique design will speak to leisure and business travelers alike.”

For more information, please visit centric.hyatt.com.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought after food, nightlife and activities the destination has to offer. The bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't, including Beekind's environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues is always available to recommend local hidden gems to launch guests' discovery of the destination. For more information please visit hyattcentric.com. Follow @HyattCentric on [Facebook](https://www.facebook.com/HyattCentric) and [Instagram](https://www.instagram.com/HyattCentric), and tag photos with #HyattCentricExplorer.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13 premier brands. As of December 31, 2016, the Company's portfolio included 698 properties in 56 countries. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Park Hyatt®, Miraval®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric®, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. For more information, please visit hyatt.com.

About Exacorp

Exacorp is a Real Estate Company focused on owning prime lodging properties in Madrid and partnering with international management companies to brand its portfolio of assets.

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FORWARD-LOOKING STATEMENTS

Forward-Looking 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. 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 our actual results, performance or achievements to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; the possible inability of third-party owners, franchisees or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; general volatility of the capital markets and our ability to access such markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the U.S. Securities and Exchange Commission. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only 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 law. 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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