



Hyatt Centric Brand Expected to Nearly Double Portfolio by the End of 2019

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CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced significant growth of the Hyatt Centric lifestyle brand, with expectations to nearly double its portfolio before the end of 2019. Following the recent domestic growth spurt of the brand with the opening of [Hyatt Centric Waikiki Beach](#) and the transitions of [Hyatt Centric Arlington](#) and [Hyatt Centric Chicago Magnificent Mile](#), at least 12 more hotels are expected to join the brand portfolio by the end of 2019. The brand will also continue to expand its international growth with locations expected in France, Japan, Qatar, Senegal, Australia, China and Turkey, among others, in the coming years.

"Since its launch in 2015, the Hyatt Centric brand has proven to be one of our fastest-growing lifestyle brands," said Steve Haggerty, global head of capital strategy and franchising for Hyatt. "Our aggressive expansion plans for the brand were born out of a need to increase our brand presence where our guests travel most, and the hotels in the Hyatt Centric brand pipeline will allow us to meet that need and further connect with millennial-minded guests in the upper-upscale lifestyle segment."

The Hyatt Centric brand currently has 14 properties and will welcome additional hotels to the portfolio in both international and domestic destinations. Each hotel was chosen based on its sought-after location, and each hotel will offer the brand's signature amenities and experiences such as salon-grade blowdryers and environmentally conscious bath products. The following hotels are expected to be added to the Hyatt Centric brand as follows:

- Hyatt Centric La Rosière; Montvalezan, France – 2017
- Hyatt Centric Istanbul; Istanbul, Turkey (currently open and operating as Hotel Levent) – expected to rebrand in 2017
- Hyatt Centric Ginza, Tokyo; Tokyo, Japan – 2018
- Hyatt Centric Doha; Doha, Qatar –2018
- Hyatt Centric Mountain View; California, United States – 2018
- Hyatt Centric Boston; Boston, United States – 2018
- Hyatt Centric Hobart; Hobart, Australia – 2019
- Hyatt Centric Barbados, Carlisle Bay; Bridgetown, Barbados – 2019

- Hyatt Centric New York 39th Street; New York, United States – 2019
- Hyatt Centric Fort Lauderdale; Fort Lauderdale, United States – 2019
- Hyatt Centric Boao Gold Coast; Qionghai, China
- Hyatt Centric Sanya Yazhou Bay; Sanya, China

“We know our Hyatt Centric guests are eager to explore the world’s best destinations and be in the middle of the action,” said Sandra Cordova Micek, senior vice president, global brands for Hyatt. “Each of these new hotels will deliver on that desire, serving as launch pads for exploration in cities around the world.”

For more information about the Hyatt Centric brand, please visit <http://www.hyattcentric.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 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.

ABOUT HYATT HOTELS CORPORATION

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 679 properties in 54 countries, as of September 30, 2016. 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®, 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 www.hyatt.com.

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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