



# Hyatt Centric The Loop Chicago Officially Opens

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Highly anticipated property is first in the world to debut under Hyatt's new lifestyle brand for modern explorers

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced the opening of the 257-room, full-service Hyatt Centric The Loop Chicago, the first Hyatt Centric branded property to open worldwide. The hotel will deliver on the brand's mission of putting its guests at the center of the action in the best destinations. Hyatt Centric The Loop Chicago is owned by Integrated Clark Monroe, LLC and managed by Interstate Hotels & Resorts.



Hyatt Centric The Loop Chicago (Photo: Business Wire)

“We are thrilled to introduce the Hyatt Centric brand to the market with the opening of Hyatt Centric The Loop Chicago,” said Kristine Rose, vice president of brands, Hyatt. “The hotel brings to life the brand's commitment to fulfill today's savvy travelers' needs for an uncomplicated, cosmopolitan experience that will be unique and memorable.”

Hyatt Centric The Loop Chicago is in a 22-story, 1927 art deco office building designed by Frank

Chase, located at 100 W. Monroe St. in downtown Chicago. The property has undergone a transformative renovation into an iconic new hotel while maintaining the integrity of the building's roots and preserving its historical details. One feature of the property is the adaptive reuse of the original landowner and farmer Willard Jones' cow path that was used to herd cattle – now it is a special walkway that leads locals and guests to the hotel's rooftop bar.

The hotel features 2,513 square feet of meeting space with each conference room named for an influential figure in the Loop's history: famed industrialist Charles Yerkes; landowner Willard Jones; author Frank Norris; and sculptor

Alvin Meyer.

The hotel will offer guests multiple dining options, including a seasonal rooftop bar, AIRE, with creative signature cocktails, contemporary and eclectic décor and panoramic views of the Chicago cityscape. It also features an upscale French bistro, Cochon Volant Bakery Brasserie and Bar, serving gourmet cheeses, fresh baked goods, organic juices, and culinary masterpieces by James Beard award-winning Master Chef Roland Liccioni.

The modern and urban guest rooms balance the energy of the city with a calm, inviting respite through minimal but upscale features, which include unique bathroom designs with private showers and water closet areas.

“It is most significant and particularly rewarding that our first Hyatt property is also the first of its kind, worldwide,” said John T. Murphy, managing member, Integrated Clark Monroe, LLC. “We couldn’t be more delighted with the outcome of this group effort and certainly see this as the beginning of a very successful relationship.”

Located in the famous Loop neighborhood, the hotel is within walking distance of Millennium Park, the theater district and world-class shopping, putting guests in the heart of the dynamic Windy City.

“Everything about this property has been thoughtfully crafted to reflect the local culture and history, as well as to ensure our guests have everything they need and occasional extras to make their experience special,” said Karen McGuigan, general manager of Hyatt Centric The Loop Chicago. “We are in the middle of the action, in the know, and our associates are always on-hand to serve up insider knowledge, intriguing tidbits, and great conversation. The hotel is a home base, preparing travelers to explore the best Chicago has to offer.”

## The Hyatt Centric Experience

The Hyatt Centric brand was created for Modern Explorers, a multigenerational group comprised of travelers who view their hotel as more than a place to stay. Rather, the hotel is their hub, connecting them to the best of what the destination has to offer – experiences that lead to great stories. In response to the needs of this target guest, the Hyatt Centric brand will focus on three core elements:

**An authentic entryway to the destination:** From the eclectic and fun hotel design to colleagues who are explorers themselves, Hyatt Centric hotels will be the perfect launching pad for travelers to explore interesting destinations.

**A focus on simplicity, thoughtfully crafted:** Hyatt Centric hotels will provide a simple, welcoming environment that delivers the essentials in the easiest, most streamlined way possible. For example, at Hyatt Centric hotels, room service will be offered as a knock n’ grab service, which will allow guests to enjoy gourmet food in their rooms without formal delivery. Additionally, while each hotel will be custom designed to its market, the Hyatt Centric brand will be characterized by certain common elements, including spaces like The Corner, where guests can work, socialize and peruse a curated collection of local books and magazines, and a bar and restaurant

area that will help foster great conversations and deliver thoughtful, locally inspired food and signature cocktails.

**A human touch in a digital world:** Hyatt Centric hotels will offer a balance of advanced digital capabilities but with the understanding that these experiences are even more beneficial when combined with a human touch. While guests can enjoy the in-room technologies designed to connect seamlessly with their devices and media, a staff of knowledgeable associates will be on hand to aid guests in their discovery of the destination – particularly useful for business travelers with limited time for exploration.

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

## About Integrated Clark Monroe, LLC

Integrated Clark Monroe, LLC, the owner of Hyatt The Loop Chicago, is an affiliate of Chicago-based Murphy Capital Management, LLC, (MCM), a multi-service real estate company. Formed by John T. Murphy, MCM and its affiliates, including Murphy Development Corporation (MDC), focus on the development, acquisition and redevelopment of strategic hotel, office, condominium, apartment and retail assets in Chicago, Ohio and Florida.

## 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 develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Centric™, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences® and Hyatt Residence Club® brand names and have locations on six continents. As of December 31, 2014, the Company's worldwide portfolio consisted of 587 properties in 50 countries. For more information, please visit [www.hyatt.com](http://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 actual results 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; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital 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 SEC. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150423006421/en/>

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