



Hyatt House Brand to Enter Mexico

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Hyatt House Santa Fe in Mexico City will be the first Hyatt-branded extended stay hotel in Mexico

CHICAGO--(BUSINESS WIRE)--Apr. 25, 2014-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced plans to introduce its Hyatt House extended stay brand in Mexico with the signing of a franchise agreement between a Hyatt affiliate and Fideicomiso de Actividad Empresarial for Hyatt House Santa Fe in Mexico City. The hotel is expected to open in 2016, and it will be managed by Grupo Presidente , one of Mexico's leading hotel operators.

Hyatt House Santa Fe will be located in Mexico City's Santa Fe neighborhood, a renowned business and commercial district in the western part of the city. The hotel will also be the first extended stay hotel in the Santa Fe area backed by an international hotel brand. Hyatt House Santa Fe will help keep routines rolling for guests with 119 residentially inspired upscale den guestrooms, studio and one-bedroom kitchen suites, a comfortable Commons area for guests to unwind in, including an H BAR serving the Sip+Savor menu and full bar, and 2,000 square feet of meeting space, as well as free WiFi and access to public computers, Workout Room and swimming pool.

Hyatt House Santa Fe will be a key component of a mixed-use complex situated along Avenida Prolongacion Vasco de Quiroga. The complex will also include approximately 64,500 square feet of office and retail space, Mexico City's first upscale assisted living residences and an elevated pathway connecting the complex to the American British Cowdray Medical Center (ABC Hospital), which is one of the country's most recognized and leading health care facilities.

"We are delighted to be bringing the first Hyatt House hotel to Mexico. Hyatt House Santa Fe will be an ideal home-base for business travelers and visitors to the medical, corporate and academic facilities in the area," said Norton Figot , director, Fideicomiso de Actividad Empresarial. "Adding the strength and innovation of the Hyatt brand to the development complex is very important to us."

"It is wonderful to be working with Fideicomiso de Actividad Empresarial and Grupo Presidente to introduce the Hyatt House brand to the Mexican market," said Pat McCudden , senior vice president, real estate and development – Latin America and Caribbean for Hyatt Hotels & Resorts. "This Hyatt House announcement illustrates our goal of becoming the most preferred brand in the lodging segments we serve."

The introduction of the Hyatt House brand signals Hyatt's plans for steady growth in Mexico. In addition to Hyatt House Santa Fe, Hyatt currently has seven additional executed management and franchise agreements, including

Hyatt Regency Andares Guadalajara, Hyatt Ziva Puerto Vallarta, Hyatt Ziva Cancun, Park Hyatt Los Cabos , Park Hyatt Riviera Maya, Hyatt Place La Paz, Hyatt Place Ciudad del Carmen, Hyatt Place Tijuana, Hyatt Playa in Playa del Carmen, and Andaz Mayakoba.

Myles McGourty , Senior Vice President of Latin America & Caribbean for Hyatt Hotels & Resorts stated, “We believe it is an exciting time for Hyatt in Mexico. As Hyatt seeks to elevate the profile of its brands in Mexico, the recent growth announcements and openings underscore our commitment to Mexico.”

About Hyatt House

Launched in 2012, the Hyatt House brand was designed to welcome residents rather than guests. Inspired by extensive research of guest experiences, Hyatt House hotels are designed to surprise and delight with services, amenities, upscale spaces and a casual, comfortable environment that will remind guests of home. Residentially inspired studios, one- and two-bedroom suites feature contemporary full kitchens, living space with flat panel HDTVs and bedrooms with a plush bed. Complimentary Wi-Fi is available throughout the hotel. A complimentary Morning Spread, full hot breakfast, is served daily as well as a complimentary Evening Social with savory bites, beer and wine. In lieu of the Evening Social, some locations have an H BAR featuring the Sip+Savor menu and full bar. Public spaces include a 24-hour workout room, Guest Market and laundry facilities. A friendly House Host is available to check-in guests, provide directions or help with other needs so guests feel right at home. The brand is committed to helping guests keep their real-life routines rolling while on the road. The Hyatt House brand offers more than 50 locations throughout the United States. To learn more about Hyatt House or to book a reservation visit www.hyatthouse.com.

About Fideicomiso de Actividad Empresarial

Fideicomiso de Actividad Empresarial is a trust constituted for the purpose of building and managing a mixed use complex which includes: an extended stay Hotel of 119 guestrooms, an upscale assisted living facility of 135 residences, approximately 48,300 square feet of office space, 16,200 square feet of retail space and 192,500 square feet of parking space. The trust is comprised by a group of successful entrepreneurs and businessmen in different areas, in addition to two renowned doctors of ABC Hospital.

About Grupo Presidente

Grupo Presidente is a Mexican based Hotel Management Company, currently operating hotels in different segments. In the Luxury segment they manage Presidente InterContinental Hotels & Resorts, in a cobranding agreement with IHG; on the mid-price segment they manage properties under Holiday Inn and Holiday Inn Resort brands. Grupo Presidente is also known for managing different successful branded upscale restaurants as Au Pied de Cochon, Alfredo di Roma , The Palm and Zhen Shanghai.

Grupo Presidente has presence in the most important cities of Mexico: Mexico City, Monterrey, Guadalajara, Puebla, Merida, as well as in the most touristic destinations as Cancun, Cabos, Cozumel and Ixtapa. They are currently growing their management capabilities by developing hotels, as third party managers, in diverse segments and with different brands, as is the current case with Hyatt House. They plan to become the leading hotel management company within Mexico, representing different segments of the largest multinational hotel brands in the world.

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®, Hyatt House®, Hyatt Zilara™ and Hyatt Ziva™ brand names and have locations on six continents. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses Hyatt Residences® and Hyatt Residence Club®. As of December 31, 2013, the Company's worldwide portfolio consisted of 548 properties in 48 countries. 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 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.

Source: Hyatt Hotels Corporation

Hyatt Hotels & Resorts

Aurelia Vasquez, +1 312 780 5873

aurelia.vasquez@hyatt.com