



Hyatt Place Celebrates 200 Locations and Momentum Continues with Development Worldwide

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CHICAGO--(BUSINESS WIRE)--Aug. 18, 2014-- [Hyatt Hotels Corporation](#) (NYSE: H) today celebrates more than 200 open Hyatt Place locations across nine countries by kicking off digital promotions that invite guests to share their Hyatt Place experiences over a period of 200 hours. The celebration comes at a time of strong momentum for the brand, with more than 100 executed contracts for Hyatt Place hotels around the world across 21 countries, 15 of which are in new markets for the brand.



Mark Hoplamazian , Hyatt president and CEO; Jim Chu , Hyatt senior vice president, franchising strategy; John Cantele , Hyatt senior vice president, select service; and Chris Walker , Hyatt vice president, brand experience gather together to celebrate 200 Hyatt Place locations and counting. (Photo: Business Wire)

Hyatt Place See It Share It: 200 Giveaways in 200 Hours

For 200 hours from August 18 through August 26, 2014, travelers will be encouraged to share photos that capture their Hyatt Place experiences via Instagram, Twitter and Foursquare/Swarm using #HyattPlace and #HPEntry. The photos will be aggregated on the brand's digital [See It Share It](#) platform, and participants will have an opportunity to win one of 200 free night stays.

“Crossing the 200 hotel threshold means our colleagues are providing an award-winning





Hyatt Place experience to more guests in more locations," said Chris Walker , vice president, brand experience, Hyatt Place.

"Guests continue to share their Hyatt Place stories and experiences across social platforms by posting photos of their time at our hotels. It's been very rewarding to see how our guests enjoy signature Hyatt Place experiences whether it's a mixed and matched breakfast selection from the a.m. Kitchen Skillet or putting their feet up and relaxing in the Cozy Corner. We love seeing their photos and natural affinity for the brand come to life on See It Share It."

Global Growth and Momentum

The Hyatt Place brand's growth and momentum is a testament to owners, developers, guests, and colleagues that continue to bring the brand to life and strengthen representation in the United States and around the world. With more than 200 Hyatt Place locations open in nine countries, the future is exciting as the brand's base of executed contracts represents over 50 percent growth in the number of Hyatt Place hotels.

"We continue to build and cultivate strong relationships with owners, operators and developers around the world. With their support, we are on a terrific trajectory," said John Cantele , senior vice president, select service for Hyatt. "The Hyatt Place brand is truly revolutionary, thanks to its continued commitment to research and constant innovation. Our ongoing, empathetic dialogue with the many guests we serve every day helps us continually enhance the guest experience in ways that keep the brand relevant and fresh."

United States and Canada

Across the United States and Canada, there are more than 45 executed contracts for Hyatt Place hotels. Guests have historically seen Hyatt Place hotels in suburban and airport locations, and now, growth also includes urban locations, with recent openings in Midtown Manhattan, downtown Austin, downtown Charlotte, downtown Nashville, downtown Minneapolis, Chicago's River North and Hyde Park neighborhoods, and Washington D.C. Executed contracts for additional urban Hyatt Place locations include New York City, Chicago, Houston, Denver, and Washington, D.C., as well as new markets for the brand in downtown locations, including Asheville, N.C. and Edmonton, Canada.

Hyatt Place hotels continue to perform well in college towns, with the brand's 24/7 amenities and services at guests' fingertips. College campuses nearby open Hyatt Place locations include: Ohio State University, University of Wisconsin-Madison, University of California Davis, University of Chicago, and Indiana University. Future plans include executed contracts for Hyatt Place locations near Western Kentucky University, Michigan State University, University of Georgia, and University of South Carolina.

Additionally, Hyatt Place hotels are well suited for mixed use developments, and current projects include Hyatt Place Baltimore/Inner Harbor, Hyatt Place Charleston/Historic District, and Hyatt Place Boulder.

Latin America

The first Hyatt Place hotel outside the United States debuted in Central America with the 2012 opening of [Hyatt Place San Jose/Pinares](#) in Costa Rica. The Hyatt Place brand has since grown in the Caribbean and Latin America with locations in [Bayamón](#) and [Manatí](#), Puerto Rico; [La Paz](#), Mexico; and [Santiago](#), Chile. Expansion continues in the region with 11 executed contracts for Hyatt Place hotels in locations such as São José de Rio Preto , Brazil; Bogota, Colombia; San Salvador, El Salvador; Guatemala City, Guatemala; San Pedro Sula and Tegucigalpa, Honduras; Ciudad del Carmen and Tijuana, Mexico; Managua, Nicaragua; and Costa del Este and Panama City, Panama.

Europe and Africa

There are currently two open Hyatt Place hotels in Europe – [Hyatt Place Amsterdam Airport](#) and [Hyatt Place Yerevan, Armenia](#). There are four executed contracts for additional Hyatt Place hotels in London; Jermuk, Armenia; Zurich, Switzerland; and Taghazout, Morocco.

Middle East and Southwest Asia

The Hyatt Place brand was introduced to India in 2013 with the opening of [Hyatt Place Hampi](#), and then introduced to the United Arab Emirates in May 2014 with the opening of [Hyatt Place Dubai/Al Rigga](#). Today, there are more than 20 executed contracts for Hyatt Place hotels throughout the Middle East and Southwest Asia in locations such as Pune, Gurgaon, Hyderabad, Goa, New Delhi, and Bangalore, India; Riyadh, Jeddah and Makkah, Saudi Arabia; and Dubai, United Arab Emirates.

Asia Pacific

The opening of [Hyatt Place Shenzhen Dongmen](#) marked the first Hyatt Place hotel in China. There are more than 15 executed contracts for Hyatt Place hotels throughout Asia in locations including: Shenzhen, Shanghai, Wuxi, Tianjin, and Beijing, China; Seoul, South Korea; and Bangkok, Thailand.

About Hyatt Place

Launched in 2006, the Hyatt Place brand brings to the upscale select service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place hotels combine style with casual hospitality. Featuring spacious guestrooms with the Cozy Corner, free Wi-Fi, the 24/7 Gallery Menu, Coffee to Cocktails Bar, and free hot breakfast with your stay. The Odds & Ends program also has guests covered with items they may have forgot and can buy, borrow or enjoy for free. Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 200 locations in the United States, Armenia, China, Costa Rica, India, Mexico, Puerto Rico, Netherlands, and United Arab Emirates. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

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 June 30, 2014, the Company's worldwide portfolio consisted of 563 properties in 48 countries. For more information, please visit www.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.

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.

Hyatt Place See it Share It II Promotion

NO PURCH. NEC. TO ENTER/WIN. A PURCH. WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of 1 of the 50 US, DC or PR who are 21+. Internet access & at least 1 Instagram, Twitter, or Foursquare acct. req'd. Void where prohib. Begins 12 PM CT on 8/18/14. Ends 7:59:59 PM CT on 8/26/14. Consists of 9 separate contests, which each run from 12:00:00pm each day until 11:59:59am the following day with 24 winners per contest, except that the last one runs only until the end time and will have 8 winners. **SUBJECT TO FULL OFFICIAL RULES** available at hyattplace.com/shareit. Must check-in at a US Hyatt Place location & post check-in to Twitter to enter w/ Foursquare. Entry photo should emphasize the Hyatt Place brand; may be done by including the HYATT PLACE trademark, capturing distinctive Hyatt Place features, or taking photo in identifiable location w/in a Hyatt Place hotel. Winners will be determined based on following criteria/weights: creativity of photo (50%) & extent to which photo captures Hyatt Place brand (50%). Limit 1 use of same photo per contest. ARV of the night's stay prize: \$200; total ARV of all prizes in the promotion: \$40,000. Sponsor: Hyatt Corporation, 71 S Wacker Dr., Chicago, IL 60606. This promotion is in no way sponsored, endorsed, or administered by, or associated with Instagram, LLC, Twitter, Inc., or Foursquare Labs, Inc.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140818005821/en/>

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