



Hyatt Officially Welcomes Hyatt House to the Neighborhood

1/24/2012

38 Hyatt Summerfield Suites and 15 Hotel Sierra hotels rebrand to HYATT house, a fresh take on the extended-stay experience

CHICAGO--(BUSINESS WIRE)--Jan. 24, 2012-- Hyatt Hotels Corporation (NYSE: H) today announced the official rebranding of 38 Hyatt Summerfield Suites and 15 Hotel Sierra hotels to HYATT house™ – a new hotel concept that will redefine the extended-stay segment and help guests feel connected, welcome, and at home. As a part of the rebranding, all Hyatt Summerfield Suites and 15 Hotel Sierra properties underwent official name and signage changes, bringing the total to 53 HYATT house properties in 16 different states.

“The name and signage changes that took place at all HYATT house properties this month represent a significant step forward in our goal to redefine the extended-stay segment,” said Gary Dollens , global head of franchise and select brands for Hyatt. “We are excited to officially welcome HYATT house into our portfolio of brands and look forward to introducing new innovations and services to guests throughout the coming months that will raise their expectations on hotel living.”

Guests staying at HYATT house will be welcomed with signature brand services and amenities, including:

- Knowledgeable House Hosts to acquaint guests with the hotel and local neighborhood
- Spacious studios, one and two-bedroom Kitchen Suites or Traditional guestrooms featuring a fully-equipped kitchen; spacious living room with flat-panel TV; bedroom with comfortable bed featuring ultra-plush pillows, triple sheeting and a pillow-top mattress; and a modern bathroom
- Open and welcoming Lounge where guests can relax, gather and socialize
- Free high-speed Internet access in suites and throughout public areas
- 24/7 guest market
- Complimentary full hot breakfast including items like scrambled eggs, bacon, French toast, and waffles
- Evening Socials every Monday through Thursday featuring complimentary hot and cold bites plus beer and wine (some HYATT house locations offer a full bar and small plates in lieu of the Evening Social)
- 24-hour Workout Room, featuring cardio and strength equipment
- Indoor or outdoor pool
- Dry cleaning services and laundry facilities

- Meeting and training facilities
- Pet-friendly policy

A Familiar Name With a New Look

The name HYATT house was selected through extensive research as an identifier that signals a residential, welcoming, personal and hospitable experience. HYATT house also has historical significance as the name of the first Hyatt hotel, which opened in 1957.

The new logo, an iconic “H” with a curved square flag in a bold blue hue, was chosen as distinctive in the category but connected to the overall Hyatt brand.

“HYATT house is everything the name represents – a welcoming and warm environment that encourages guests to live like residents,” said Kristine Rose , vice president of select brands for Hyatt. “We want each and every guest who comes through our doors to feel that they can let their real-life routines roll on, even when they’re on the road.”

In addition to its extended-stay hotels currently open in the U.S., Hyatt has additional properties in this segment under development in key markets in North America, the Middle East, and Southwest Asia. All HYATT house properties will undergo service upgrades and remodeling throughout 2012 and beyond that are designed with guests’ everyday needs in mind. For additional information on HYATT house hotels, please visit <http://www.hyatthouse.com>.

About HYATT house

HYATT house hotels are upscale all-suite, residential-style hotels offering travelers spacious studios, one and two-bedroom Kitchen Suites or Traditional guestrooms ideal for any length of stay. Guests will find an atmosphere that provides the sociability of a neighborhood with features such as a complimentary full breakfast buffet, evening socials, a guest market, laundry facilities and a business center. For information or to make a reservation, call 866 XS HYATT (866-974-9288) or visit <http://www.hyatthouse.com>. From the U.S. and Canada, reservations for Hyatt Hotels & Resorts worldwide may be obtained by calling 1-800-233-1234 or logging onto <http://www.hyatt.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® and HYATT house™. HYATT house is changing its brand identity from Hyatt Summerfield Suites®. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses Hyatt Residences™ and Hyatt Vacation

Club®, which is changing its name to Hyatt Residence Club™. As of September 30, 2011, the Company's worldwide portfolio consisted of 478 properties in 45 countries. For more information, please visit www.hyatt.com.

Forward-Looking Statements

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. These statements include statements about our plans, strategies, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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, general economic uncertainty in key global markets, 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; hostilities, including future terrorist attacks, or fear of hostilities that affect travel; travel-related accidents; changes in the tastes and preferences of our customers; relationships with associates and labor unions and changes in labor law; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; risk associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry and the markets where we operate; outcomes of legal proceedings; changes in federal, state, local or foreign tax law; fluctuations in currency exchange rates; general volatility of the capital markets and our ability to access the capital markets. A more complete description of these risks and uncertainties can be found in our filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K. 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/cgi-bin/mmg.cgi?eid=50144487&lang=en>

Source: Hyatt Hotels Corporation

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