



Hyatt Announces Plans for Hyatt Place Omaha Downtown/Old Market, First Hyatt-Branded Hotel in Nebraska

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159-Room Hotel to be Located in the Old Market District

CHICAGO--(BUSINESS WIRE)--Feb. 21, 2012-- Hyatt Hotels Corporation (NYSE: H) announced today that a Hyatt affiliate has purchased land in Omaha, Neb. for the construction of a Hyatt Place hotel, which it will own and manage. The hotel is expected to open in 2014.



Hyatt Place Omaha Downtown/Old Market (c) DLR Group

Slated to begin construction early in the second quarter of 2012, Hyatt Place Omaha Downtown/Old Market will have 159 rooms in a stand-alone nine-story building located on the northwest corner of Jackson Street and 12th Street in the Old Market district. The hotel, designed by the Chicago office of the DLR Group, will be situated amidst Omaha's arts and entertainment center that features fine dining, shopping,

corporate meeting facilities, and upscale nightlife.

"We look forward to introducing the Hyatt brand to Nebraska and Omaha and particularly to establishing Hyatt Place in the city and state," said Chris Ivy , senior vice president, real estate and development for Hyatt Hotels & Resorts. "Hyatt Place Omaha Downtown/Old Market will be a valuable addition to the portfolio of urban Hyatt Place locations."

"We are thrilled to welcome Hyatt Place to downtown Omaha," said Omaha Mayor Jim Suttle , "and we think it speaks volumes about the strength of our economy and the appeal of the Old Market area that Hyatt is making the

investment to build this hotel. In addition to approximately 50 jobs that the hotel will create once it is opened, the hotel will also bring a great many other economic benefits to our community.”

Hyatt Place Omaha Downtown/Old Market will be the first Hyatt hotel in Nebraska, and will join Hyatt’s Omaha-based Worldwide Reservations Center, which provides customer service and sales support for all international and domestic hotels.

“It is a privilege to work with a world-class hotel flag new to the state of Nebraska,” said Jon Pesce , Vice President of World Group, a full-service commercial real estate firm providing brokerage and property management services, that represented Hyatt in the transaction. Pesce added, “The fact that Hyatt is willing to acquire the property and begin construction quickly is a testament to the strength of downtown Omaha.”

Currently, there are more than 160 Hyatt Place hotels in operation in the United States, with more than 35 under development throughout the U.S., China, Costa Rica, India, the Netherlands, Panama, and Saudi Arabia.

“We welcome this new entrant into the Omaha market and thank Hyatt for their commitment to our growing downtown. This new nine-story building will be a beautiful addition to the Old Market,” said David G. Brown , president and CEO, Greater Omaha Chamber of Commerce.

Launched in 2006, Hyatt Place brings to the upscale select-service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travellers’ 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with forward-thinking technology and purposeful service. Spacious guestrooms feature multiple areas to work and relax, and include the Cozy Corner, an eight-foot sectional sofa sleeper; plush Hyatt Grand Bed; and ergonomic work center.

Every guestroom is also equipped with a state-of-the-art media center that allows electronic devices to plug directly into the 42-inch, high-definition television, giving guests instant access to the technological amenities they’re accustomed to accessing at home or in the office.

Hyatt Place hotels also feature complimentary Wi-Fi access, a StayFit@Hyatt fitness center, a coffee and wine bar serving specialty coffees and premium wine and beer, and a Grab ‘n Go case stocked with freshly made sandwiches and salads. The Guest Kitchen offers made-to-order breakfast, lunch and dinner entrées around the clock, in addition to the a.m. Kitchen Skillet™, a complimentary continental breakfast served daily. Specially trained Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

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 TM. 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 December 31, 2011, the Company's worldwide portfolio consisted of 483 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; foreign exchange rate fluctuations or currency restructurings; 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=50174629&lang=en>

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