



Hyatt to Debut All-Inclusive Brands in Mexico in Q4 2013

8/23/2013

Hyatt Zilara Cancún and Hyatt Ziva Los Cabos will mark company's entry into all-inclusive segment

CHICAGO--([BUSINESS WIRE](#))--Hyatt Hotels Corporation today announced the first two Hyatt-branded all-inclusive resorts, currently THE ROYAL Cancún and Barceló Los Cabos, will be rebranded as Hyatt Zilara Cancún and Hyatt Ziva Los Cabos in Q4 2013. Hyatt Ziva Rose Hall, Jamaica, formerly the Ritz Carlton Golf Resort & Spa, Rose Hall, Jamaica will open in early 2014. Each resort will undergo a multimillion dollar renovation as part of its rebranding.

These new brands will allow Hyatt a distinct all-inclusive experience. Hyatt Zilara will exclusively focus on adults while Hyatt Ziva will focus on families. Resorts flagged under the Hyatt Zilara brand, which was derived from the word "exhilarate," will inspire guests to embrace new discoveries through activity-driven experiences. Hyatt Ziva resorts will capture the fun and vitality of a vacation, encouraging families to celebrate life's pleasures and foster lasting connections.

"We are excited to add two brands that will help to create another way for our guests to experience Hyatt," said Chris Walker, vice president, brand experience, Hyatt Hotels & Resorts. "We are currently working with guests, especially our Hyatt Gold Passport members, to design a differentiated all-inclusive experience. We look forward to infusing Hyatt's authentic hospitality, meetings and event acumen and food and beverage expertise into these brands."

Three additional all-inclusive resorts are expected to be introduced in 2014 and 2015.

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

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® 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, 2013, the Company's worldwide portfolio consisted of 524 properties in 46 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.

Contacts:

Hyatt Hotels Corporation

Amy Patti, 312 780 5620

amy.patti@hyatt.com