



Hyatt Announces Plans for Second Hyatt Place Hotel in Armenia

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Hyatt Place Jermuk will add to the brand's growing presence in Europe

CHICAGO--(BUSINESS WIRE)--May 27, 2014-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced that a Hyatt affiliate has entered into a contract with Jersan LLC to develop a Hyatt Place hotel in Jermuk, Armenia. Expected to open in 2015, Hyatt Place Jermuk will mark the second Hyatt-branded hotel in Armenia, joining the recently opened [Hyatt Place Yerevan](#).

"We are delighted to announce the development of a second Hyatt Place hotel in Armenia and further expand Hyatt's brand presence across the region," said Peter Norman , senior vice president, acquisitions and development for Hyatt – Europe, Africa, and Middle East. "We look forward to welcoming guests to Hyatt Place Jermuk, where they will experience the authentic hospitality and purposeful service for which the Hyatt Place brand is known."

"We are honored to work with Hyatt as the company continues to expand its brand presence in Armenia," said Samvel Sargsyan , director, Jersan LLC. "We have worked with Hyatt on several previous developments and feel privileged to work alongside the company once again. Given Hyatt's strong brand name and the new hotel's convenient location, we believe that Hyatt Place Jermuk will attract both business and leisure travelers from across the region."

The 88-room, new-build hotel will be situated in the center of Jermuk Resort, a resort currently being redeveloped by the Armenian government that is known for its hot springs and providing bottled water in the area. Hyatt Place Jermuk will offer more than 1,800 square feet (170 square meters) of meeting space, an open market with made-to-order meals and snacks around the clock, a restaurant offering breakfast, lunch and dinner, a fitness center, and an indoor and outdoor swimming pool.

Guests staying at Hyatt Place Jermuk will be able to discover the discreet charm of Jermuk, a mountain resort town known for its thermal water spas. The hotel will also be an ideal base for guests to explore the natural beauty and cultural heritage sites of Armenia, including the mountains of Vayots Dzor and the 1,000-year old Gndevank Monastery. Less than three hours away from the Armenian capital Yerevan, Jermuk regularly hosts international chess events, including the World Chess Federation Grand Prix tournaments.

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 190 locations in the United States, Armenia, Costa Rica, India, Mexico, Puerto Rico and the Netherlands. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

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

About Jersan LLC

Jersan LLC is an Armenian limited liability company established in 2007 to develop and own hotels and engage in tourism activities.

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 March 31, 2014, the Company's worldwide portfolio consisted of 554 properties in 47 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

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