



Hyatt Announces Plans for Two New Hotels in Brazil

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Hyatt Place Sorocaba and Hyatt Place Macaé are expected to debut in 2017

By 2017, the Hyatt Place brand is expected to have three hotels in southeast Brazil: Hyatt Place São José do Rio Preto, Hyatt Place Sorocaba and Hyatt Place Macaé

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE:H) and FSA Group S.A. announced today that joint venture entities formed by Hyatt affiliates and FSA Group have entered into agreements to purchase two sites in Brazil to develop Hyatt Place Sorocaba and Hyatt Place Macaé. Upon the closing of the site acquisitions, the joint venture entities will enter into agreements with FSA Group to manage the design, planning and construction of the hotels and with Hyatt affiliates to provide management services in connection with the operation of the hotels upon opening, which is expected in the first quarter of 2017.

These two hotels are part of a larger master development [agreement](#) between Hyatt affiliates and FSA Group to develop a total of nine Hyatt Place hotels across Brazil. The first hotel as part of this agreement, Hyatt Place São José do Rio Preto, was announced in April 2014 and is expected to open in mid-2016.

Hyatt Place Sorocaba

Located approximately 100 kilometers from the city of Sao Paulo, Sorocaba is one of the region's most important industrial cities, serving as headquarters for numerous multinational companies across diverse industry sectors. Hyatt Place Sorocaba will be a component of a mixed-use project known as Iguatemi Esplanada owned by Iguatemi Empresa de Shopping Centers S.A. (Iguatemi), one of Brazil's largest retail developers and the owner of many high-end retail malls throughout Brazil. The Iguatemi Esplanada completed a large expansion of its retail component in November 2013, and plans to add two office towers and a luxury residential component in phases over the next several years. The 176-room Hyatt Place hotel will feature a lobby lounge and restaurant, a fitness center, and approximately 200 square meters of flexible meeting space.

Hyatt Place Macaé

Macaé, located approximately 180 kilometers northeast from the city of Rio de Janeiro, has a large multinational presence and is an economic center for tourism, fishing and most notably, petroleum as it is the main center for offshore oil exploration in Brazil. Hyatt Place Macaé will be located on a beachfront site in the neighborhood of

Cavaleiros. The area boasts a large selection of seafront restaurants and nightlife entertainment. The 142-room hotel will feature a roof-top pool, a lobby lounge and restaurant, a fitness center, and approximately 160 square meters of flexible meeting space. The seller of the site is Praia Campista Macaé Empreendimentos Imobiliários Ltda, an affiliate of Primus Realty.

“We are thrilled to be announcing two additional Hyatt Place hotels in Brazil that will be developed under our master development agreement with FSA. 2014 has been a milestone year for Hyatt in Brazil, with the announcement of our plans to introduce the Hyatt Place brand in Brazil,” said Pat McCudden, senior vice president of real estate and development, Latin America & Caribbean, Hyatt. “Hyatt’s Brazilian and Latin American growth strategy for Hyatt Place is very active, supported by the brand’s upscale and modern style which is appealing to today’s traveler. Sorocaba and Macaé are attractive destinations with vibrant economies, and we believe the Hyatt Place hotels will be well-positioned to meet the needs of business and leisure travelers to these cities.”

“Our relationship with Hyatt is progressing at a dynamic and meaningful pace and we couldn’t be happier to be announcing these two additional hotels within six months of our first Hyatt Place hotel announcement,” said Ary Krivopisk, Brazil CEO of FSA Group. “Hyatt Place is a unique concept in the market and we are convinced that these new high quality hotels in Sorocaba, Macaé and São José do Rio Preto will be highly regarded and popular. We continue to seek new opportunities for growth and investment throughout the region.”

Hyatt’s Brand Representation and Growth in Brazil

Hyatt is currently represented in Brazil by Grand Hyatt São Paulo, a 466-room full-service, luxury hotel. Currently under construction is the 436-room Grand Hyatt Rio de Janeiro, which is scheduled to open in late 2015 in Rio de Janeiro’s Barra da Tijuca borough.

In September 2014, Hyatt announced Brazil’s first Park Hyatt hotel, Park Hyatt Foz do Iguaçu, which is expected to open in 2017. In April 2014, Hyatt Place São José do Rio Preto was the first Hyatt Place hotel to be announced under the landmark master development agreement between a Hyatt affiliate and FSA Group for nine Hyatt Place hotels throughout Brazil. Currently under design and scheduled to begin construction in December 2014, the 150-room hotel will be the third Hyatt-branded hotel in the country when it opens in 2016. Hyatt Place São José do Rio Preto and Hyatt Place Sorocaba are both being developed as part of a strategic relationship with Iguatemi.

About Hyatt Place

Launched in 2006, the Hyatt Place brand brings to the upscale service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers’ 24/7 lifestyle, Hyatt Place combines style with casual hospitality. Featuring spacious guestrooms with the Cozy Corner, Free Wi-Fi everywhere, the 24/7 Gallery Menu, Coffee to Cocktails Bar, and Free Hot Breakfast for guests. The Odds & Ends program also has guests covered with items they may have forgotten and can buy, borrow or enjoy for free. Specially trained Gallery Host 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, Chile, China, Costa Rica, India, Mexico, Panama, 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.

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 develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences® and Hyatt Residence Club® brand names and have locations on six continents. As of September 30, 2014, the Company's worldwide portfolio consisted of 573 properties in 48 countries. For more information, please visit www.hyatt.com.

About FSA Group

FSA Group identifies and executes strategic long term investments in the South American continent. Founded in early 2005, FSA Group has developed in excess of 3 million square feet of prime real estate in the commercial, residential and hospitality sectors. The company is part of the Libra Group (www.libra.com), a diverse international business group operating across five continents which was created in 2003 and is owned by the Logothetis family. For more information please visit www.fsagrp.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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