



Hyatt Centric Brand Continues Expansion with Three Additional US Locations

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Brand growth accelerated with hotels in New Orleans, New York City and Key West

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced three hotels are transitioning to the Hyatt Centric brand from the Hyatt brand, accelerating the Hyatt Centric brand's growth. The three hotels include [Hyatt Centric French Quarter New Orleans](#), [Hyatt Centric Times Square New York](#) and [Hyatt Centric Key West Resort & Spa](#).

"These hotels mark significant momentum for the Hyatt Centric brand as we continue with our expansion plans and enter prime destinations where we know our guests are traveling," said Stephen Haggerty, global head of capital strategy, franchising and select service, Hyatt. "New Orleans, New York City and Key West are ideal markets in which the Hyatt Centric brand can continue its growth and connect with guests in the upper-upscale lifestyle segment."

Chosen for their sought-after locations and locally inspired designs, each hotel serves as a launch pad for guests to explore and discover the best of the destination. Hyatt Centric French Quarter New Orleans, which was re-branded from Hyatt French Quarter New Orleans on September 1, 2016, places guests in the middle of New Orleans' signature attractions such as Bourbon Street, Jackson Square, jazz clubs, House of Blues, and Royal Street, to name a few. Guests can also partake in homemade infusions at the hotel whiskey bar, Batch Bar, and taste regional delicacies prepared by local chefs at Red Fish Grill and Powdered Sugar.

Hyatt Centric Times Square New York, which is expected to re-brand in late October 2016, will place guests at the heart of New York City. Broadway, Radio City Music Hall, One World Trade Center, and the New York Public Library will all be a short distance from the hotel, and guests can indulge in hand-crafted cocktails, fine wines and innovative cuisine at the hotel's celebrated rooftop bar, Bar 54. The 487 apartment-style guestrooms with floor-to-ceiling windows will reflect the pulse of New York City life and serve as a relaxing retreat after a night out on the town.

Hyatt Centric Key West Resort & Spa will also be in a prime location and provide guests with the information and tools they need to explore the best of Key West, including nearby fishing in the Gulf of Mexico, renowned sunsets, and historic Old Town. The waterfront hotel, which is expected to re-brand in early November 2016, will offer contemporary guestrooms, world-class spa services, a 24-hour fitness center, and modern amenities such as

Drybar Buttercup blow dryers and eco-friendly bath products, among other items.

“These three hotels reflect the spirit of exploration and discovery that is at the core of the Hyatt Centric brand,” said Sandra Cordova Micek, global senior vice president of brands, Hyatt. “From the thoughtful design to the in-the-know colleagues, every aspect of Hyatt Centric French Quarter New Orleans, Hyatt Centric Times Square New York, and Hyatt Centric Key West Resort & Spa will inspire guests to experience the best that these destinations have to offer.”

The new additions demonstrate the brand’s strong growth plans and will join eight other Hyatt Centric hotels currently open across the globe. Launched in 2015, the Hyatt Centric brand includes hotels in Chicago, Ill.; San Francisco, Calif.; Park City, Utah; Santa Barbara, Calif.; Long Beach, Calif.; Miami, Fla.; Houston, Texas; and Montevideo, Uruguay, and expects to open Hyatt Centric Waikiki Beach (Waikiki, Hawaii), Hyatt Centric Barbados, Carlisle Bay (Bridgetown, Barbados), and Hyatt Centric Ginza Tokyo (Tokyo, Japan) by early 2018.

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

The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought-after food, nightlife and activities the destination has to offer, sourced from a community of “in the know” local explorers. The bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests wants and nothing they don’t, including environmentally conscious bath products, Bluetooth-enabled electronics, restaurant to-go delivery service and salon-grade blowdryers. A team of associates are always available to aid guests in their discovery of the destination and make the most of their stay.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 667 properties in 54 countries, as of June 30, 2016. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. 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 Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric™, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. 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. These statements include statements about our plans, strategies, occupancy and ADR trends, market share, the number of properties we expect to open in the future, our expected adjusted SG&A expense, our estimated comparable systemwide RevPAR growth, maintenance and enhancement to existing properties capital expenditures, investments in new properties capital expenditures, depreciation and amortization expense and interest expense estimates, 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 and a worsening of global economic conditions or low levels of economic growth; the rate and the 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; limited visibility with respect to future bookings; loss of key personnel; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, oil spills, nuclear incidents and global outbreaks of pandemics or contagious diseases or fear of such outbreaks; our ability to successfully achieve certain levels of operating profits at hotels that have performance guarantees in favor of our third party owners; the impact of hotel renovations; our ability to successfully execute our common stock repurchase program; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through Internet travel intermediaries; changes in the tastes and preferences of our customers, including the entry of new competitors in the lodging business; relationships with colleagues and labor unions and changes in labor laws; financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; the possible inability of third-party owners, franchisees or development partners to access capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of acquisitions and dispositions; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); unforeseen terminations of our management or franchise agreements; changes in federal, state, local or foreign tax law; increases in interest rates and operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such

markets; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; 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 only as of the date of this press release. We do not undertake or assume any 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 law. 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.

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