

Hyatt Centric La Rosière marks continued international brand growth

CHICAGO (January 18, 2017) – [Hyatt Hotels & Resorts](#) today announced plans for Hyatt Centric La Rosière, the first Hyatt Centric hotel in France and Hyatt's first ski resort in the region.

Hyatt has entered into a franchise agreement with La Rosière Gestion SARL to be managed by Sophos Hotels. The 71-room hotel is expected to open by the 2017-18 winter season.

Hyatt Centric La Rosière will bring the Hyatt Centric brand concept to the French Alps, providing a cosmopolitan vibe inviting exploration and discovery for millennial-minded travelers who want to be in the middle of the action. The hotel will be located moments away from the ski lifts in the center of the destination, with breath taking views of the mountains and valleys beyond. Guests will be able to head straight from the slopes to the hotel bar, H40 Bistro Bar, and the fashionable all day dining restaurant, La Tavola, providing a vibrant atmosphere for both guests and non-residents in the heart of La Rosière.

Both food and beverage outlets will capture unparalleled views of the mountains from the bottom of the slope, while selected rooms will include bathrooms that offer panoramic views of the Valley. The hotel ensures travellers remain connected to the mountains throughout their stay.

The hotel will boast an unbeatable location, sitting in the centre of 'Franco-Italian' La Rosière. The town is a popular skiing destination in the Tarentaise Valley known for its dramatic landscape and close proximity to Courchevel, Val d'Isere and Les Arcs. Skiing in La Rosière is suitable for skiers of all abilities, boasting 160 kilometres of pistes and being the only ski resort in the region to offer heli-skiing. The hotel will operate seasonally, opening in December to April and again from June to September.

The new addition demonstrates strong growth for the Hyatt Centric brand and will join 13 other Hyatt Centric hotels currently open across the globe. Launched in 2015, the Hyatt Centric brand includes hotels in Chicago, Houston, New York City, New Orleans, Waikiki, Hawaii, Arlington, Virginia, Park City, Utah, Miami and Key West in Florida, Long Beach, Santa Barbara and San Francisco in California and Montevideo, Uruguay and even more in the pipeline with properties planned for Barbados and Ginza Tokyo.

"Hyatt Centric La Rosière is an extremely important and exciting development for the Hyatt Centric brand. The deal marks the expansion of the Hyatt Centric brand into a new continent, as well as our first ski resort in the region, which we regard as a remarkable milestone," said Peter Norman, Senior Vice President, Acquisition and Development Europe, Africa, Middle East and South West Asia for Hyatt. "We look forward to the growth of Hyatt Centric hotels in the region, meeting demand from popular resorts that will put guests right at the heart of the action."

"We are looking forward to working on our first project with Hyatt to help introduce the Centric Brand to Europe," said Mr. Fernand Donnet, CEO of Sophos Hotels. "Hyatt Centric La Rosière will offer guests a unique experience, combining an unbeatable location with superb facilities, a combination that has made the Hyatt Centric brand such a success."

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

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 679 properties in 54 countries, as of September 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.

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 want and nothing they don't, including environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues are always available to recommend local hidden gems to launch guests' discover of the destination.

Sophos Hotels

SOPHOS HOTELS S.A. is a Swiss company active in Europe, Central Asia and Russia in the field of hotel expertise and management. Sophos Hotels S.A. is a non-branded company, working with the major hotel chains and "soft" affiliations as a third party operator. Currently, Sophos Hotels is managing or developing more than 20 properties throughout Europe. For more information please visit [www.sophshotels.com](http://sophshotels.com) (<http://sophshotels.com>).

La Rosière Gestion SARL

La Rosière Gestion was established by Profin Développement et Gestion to develop this new four star hotel in La Rosière. The hotel in La Rosière is the third project developed by Profin in the French Alps, following its two highly successful projects in the neighbouring resorts of Les Arcs and La Plagne. Profin has been joined in the project by two cornerstone investors, the Foncière Hôtelière des Alpes and the UK based Gallium Fund Solutions. The Foncière is a property investment company that has been established by the Caisse des Dépôts and four regional banks to invest in hotel projects in the French Alps. The four banks are the Caisse d'Épargne Rhône Alpes, the Banque Populaire des Alpes and the Crédit Agricole des Savoie and the Crédit Agricole Sud-Rhône-Alpes. The Foncière is participating in a number of new developments in the area. Gallium Fund Solutions is an established pension and investment management company, which provides investment management services to a wide range of investors both in the UK and overseas.

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 our actual results, performance or achievements 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; the 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 the 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; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; general volatility of the capital markets and our ability to access such 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 U.S. Securities and Exchange Commission. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. 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 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 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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