

New, Full Service Lifestyle Brand's First Locations Will Open in Chicago and Miami

CHICAGO (February 12, 2015) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Hyatt Centric, a new, full service lifestyle brand designed for business and leisure travelers, will open its first hotels in April. The hotels – Hyatt Centric The Loop Chicago and Hyatt Centric South Beach Miami – will deliver on the brand's mission of putting its guest at the center of the action in the best destinations.

"These hotels will deliver on everything Hyatt Centric is meant to be, and we are excited that guests will be able to see and feel the brand," said Kristine Rose, vice president of brands, Hyatt. "By working with owners to test and perfect the Hyatt Centric experience in real hotels in real time, we were able to strategically build the brand. Now, with two hotels opening soon, we are confident that we will be able to fulfill today's savvy travelers' needs for an uncomplicated, cosmopolitan experience in a way that has never been done before."

Both hotels are adaptive reuse projects and will feature core elements of the Hyatt Centric brand starting with the unique designs that fit the hotels' surroundings while putting guests in the middle of great destinations. The hotels will also offer dynamic food and beverage options, with hand-crafted cocktails and locally inspired food in their bars, restaurants and lounges.

Hyatt Centric The Loop Chicago

Hyatt Centric The Loop Chicago will be located at the northwest corner of Monroe Street and Clark Street and put guests within walking distance of Millennium Park, the theater district, and shopping along State Street, as well as numerous company offices, including Hyatt's global headquarters, Northern Trust and United Airlines. The historic building will offer 257 rooms, 2,513 square feet of meeting space, complimentary wireless Internet throughout the hotel, and a Bluetooth-enabled television system in all guest rooms. The hotel's lobby lounge will feature assorted art from native artists and space for guests to recharge and socialize.

Hyatt Centric The Loop Chicago will also offer guests multiple dining options, including Cochon Volant, a French bistro serving breakfast, lunch and dinner, a full French bakery, and a seasonal 5,500 square foot rooftop bar offering signature cocktails and locally inspired food.

Hyatt Centric South Beach Miami

Hyatt Centric South Beach Miami will be located in the heart of South Beach on Collins Avenue, and is across the street from Miami's famed beach. The hotel will blend the city's Art Deco architecture with modern design, featuring a 10-story glass tower that will offer 105 guest rooms, 700 square feet of meeting space, complimentary wireless Internet throughout the hotel, and a Bluetooth-enabled television system in all guest rooms. Upon arrival, guests will immediately feel a sense of place with an ocean-inspired color palette of blue and gray infused with eclectic elements indicative of Miami. The lobby lounge will include a full-service bar offering hand-crafted signature cocktails and The Corner, which will feature the hotel's curated book and magazine selection.

Hyatt Centric South Beach Miami will also feature Deck 16, a Mediterranean-inspired restaurant offering breakfast, lunch and dinner, as well as a full menu for beach service and the hotel's knock n' grab room service.

The Hyatt Centric Experience

The Hyatt Centric brand was created for Modern Explorers, a multigenerational group comprised of travelers who view their hotel as more than a place to stay. Rather, the hotel is their hub, connecting them to unique experiences, the best of what the destination has to offer – experiences that lead to great stories. In response to the needs of this target guest, the Hyatt Centric brand will focus on three core elements:

An authentic entryway to the destination: At Hyatt Centric hotels, guests will know they can rely on an experience inside that will serve as a launching pad to exploration outside. Each hotel, located in the heart of interesting destinations, will offer a unique and modern take on its location. The artwork, furniture, food and beverages will tell a story, allowing guests to immediately get an authentic feel for the location.

A focus on simplicity, thoughtfully crafted: Hyatt Centric hotels will provide a simple, welcoming environment that delivers the essentials in the easiest, most streamlined way possible. For example, at Hyatt Centric hotels, room service will be offered as a knock n' grab service, which will allow guests to enjoy gourmet food in their rooms without formal delivery. Additionally, while each hotel will be custom designed to its market, the Hyatt Centric brand will be characterized by certain common elements, including spaces like The Corner, where guests can work, socialize and peruse a curated collection of local books and magazines, and a bar and restaurant area that will help foster great conversations and deliver thoughtful, locally inspired food and signature cocktails.

A human touch in a digital world: Hyatt Centric hotels will offer a balance of advanced digital capabilities but with the understanding that these experiences are even more beneficial when combined with a human touch. While guests can enjoy the in-room technologies designed to connect seamlessly with their devices and media, a staff of knowledgeable associates will be on hand to aid guests in their discovery of the destination – particularly useful for business travelers with limited time for exploration.

More than 15 Hyatt Centric locations, comprised of open and previously announced hotels, will also debut this summer in the heart of some of the world's most popular cities, including New York, Paris and Atlanta. For more information on Hyatt Centric hotels, visit www.hyattcentric.com.

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 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 Centric™**, **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.

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.

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