

Hyatt's fastest growing lifestyle brand has teamed up with leading UK-based hospitality group edyn to introduce the first Hyatt Centric hotel in the UK

CHICAGO (February 25, 2020) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a franchise agreement with [edyn](#), a UK-based hospitality group, for the first Hyatt Centric hotel in the UK. The 150-room hotel is expected to open in 2021 and will mark the seventh Hyatt Centric property in Europe.

"We are thrilled to announce plans to bring the Hyatt Centric brand to the UK – where we're focused on growing Hyatt's brand presence – and the first Hyatt hotel to Cambridge, England," said Guido Fredrich, Hyatt's regional vice president of development for Europe. "We are looking forward to working with edyn to debut Hyatt's fastest growing lifestyle brand in one of the country's top-performing hotel markets and connecting our guests to the heart of the action when in Cambridge."

Remaining true to the Hyatt Centric brand and reflecting edyn's philosophy that travel should be a rich journey of discovery, guests and visitors will feel inspired to explore the destination but also connected to the culture of the location when on property through the hotel's locally inspired design, and local retail and food offerings. To fuel discovery, Hyatt Centric Cambridge will provide bicycles for guests to rent so they can go forth and explore the best places in town, such as the famous colleges of Cambridge, only a 15-minute bicycle ride away.

The forthcoming Hyatt Centric Cambridge is part of the University of Cambridge's development of Eddington, a new community northwest of Cambridge. Alongside the full-service lifestyle hotel, there will be 3,000 new residential units, a 180-unit extended-stay hotel, retail facilities, a community and performance arts center, sports fields, public parks, a school and student accommodations, as well as academic and research facilities.

"Cambridge is an iconic city steeped in history, and rich academic and cultural traditions. We are excited to be part of its evolving community," said Stephen McCall, CEO of edyn. "This multi-layered development will create a new neighborhood in close proximity to Cambridge's city center, catering to the highly diverse and international mix of faculty, employees, and students, as well as domestic and foreign travelers."

Hyatt Centric Cambridge will join Hyatt's growing hotel portfolio in the UK with [Andaz London Liverpool Street](#), [Hyatt Place London Heathrow Airport](#), [Hyatt Place West London Hayes](#), [Hyatt Regency Birmingham](#), [Hyatt Regency London - The Churchill](#), [Hyatt Regency & Hyatt House Manchester](#) and [Great Scotland Yard](#). Further additions include Hyatt Place London City East and Hyatt Regency Edinburgh Marina, expected to open in 2021.

For more information on the Hyatt Centric brand and its range of properties worldwide, visit [hyattcentric.com](https://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.

About Hyatt Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile 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. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information please visit [hyattcentric.com](https://www.hyattcentric.com). Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 20 premier brands. As of December 31, 2019, the Company's portfolio included more than 900 hotel, all-inclusive, and wellness resort properties in 65 countries across six continents. 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 attract and retain top employees, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, including under the Park Hyatt®, Miraval®, Grand Hyatt®, Alila®, Andaz®, The Unbound Collection by Hyatt®, Destination®, Hyatt Regency®, Hyatt®, Hyatt Ziva™, Hyatt Zilara™, Thompson Hotels®, Hyatt Centric®, Caption by Hyatt, Joie de Vivre®, Hyatt House®, Hyatt Place®, tommie™, Hyatt Residence Club® and Exhale® brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit www.hyatt.com.

About edyn

edyn has been an industry pioneer in extended stay living for over 20 years. The group has built a range of lifestyle aparthotels and extended stay apartments across four brands including Locke, SACO, The Wittenberg and The Moorgate.

edyn is founded on the philosophy that travel should be a rich journey of discovery, rewarding curiosity with knowledge and inspiration. Its purpose is to engage and inspire with distinctively designed hotels, firmly rooted in the local neighbourhood, offering vibrant experiences and connections which nourish and enliven the soul.

Forward-Looking Statement

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 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; 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; 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 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, and our ability to successfully integrate completed acquisitions with existing operations; our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; 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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For further information:

MEDIA CONTACTS:

Simone Loretan

Hyatt – Europe, Africa and Middle East and Southwest Asia

+41 44 279 1226

simone.loretan@hyatt.com

Brittany Umphred

Hyatt

908.873.4517

brittany.umphred@hyatt.com

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