

Dominguez to lead brand experience marketing for Hyatt Place, Hyatt House, Hyatt Zilara, and Hyatt Ziva

CHICAGO (May 11, 2015) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Steven Dominguez has been selected as vice president of brand experience for the Hyatt Place, Hyatt House, Hyatt Zilara, and Hyatt Ziva brands. Dominguez will be responsible for the brand development and management of Hyatt Place and Hyatt House, the company's select service and extended stay brands, as well as Hyatt Zilara and Hyatt Ziva, the company's all inclusive brands. He will report directly to Sandra Cordova Micek, Hyatt's senior vice president, global brands.

"Steven is adept at working with multiple stakeholder groups through his collaborative approach, genuine communication style and his passion for brands," said Micek. "I am confident his skills and international expertise across industries will raise the bar as the Hyatt Place, Hyatt House, Hyatt Zilara, and Hyatt Ziva brands continue to grow around the world. We are delighted to welcome him to Hyatt."

Dominguez, who has more than 20 years of brand experience, joins Hyatt from Starbucks Coffee Company where he held a number of roles in brand management, most recently as director of channel brand management, Asia Pacific. Prior to Starbucks, he held marketing leadership roles at JP Morgan Chase and Wells Fargo, in addition to senior marketing roles at The Coca-Cola Company.

"This is an incredible time in the company's business, and I am thrilled to be joining Hyatt," said Dominguez. "The Hyatt Place, Hyatt House, Hyatt Zilara, and Hyatt Ziva brands have tremendous growth potential, and I'm excited to work with the team to help further elevate and propel the experiential and emotional appeal of these brands globally."

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 Centric™**, **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 March 31, 2015, the Company's worldwide portfolio consisted of 599 properties in 50 countries. For more information, please visit www.hyatt.com.

CONTACT:

Siân Martin
+1 312 780 5797
sian.martin@hyatt.com

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<https://stage.mediaroom.com/hyatt2/051115-Hyatt-Appoints-Steven-Dominguez-as-Vice-President-of-Brand-Experience>