

**CHICAGO (June 2, 2016)** – [Hyatt Hotels Corporation](#) (NYSE: H) and [Be Well](#) by Dr. Frank Lipman today announced they will work together to support guests' health and well-being on and off the road. The collaboration will focus on making it easier for guests to continue their routines, or try new ones, while away from home. By embedding healthy options throughout the travel journey, Hyatt and Be Well's goal is to help travelers be their best wherever they are.

"Our guests are embracing healthier lifestyles and are increasingly looking to integrate healthy habits into their travel experiences. Wellness is not a one-size-fits-all concept, and it can be difficult. We are committed to listening to our guests and giving them easier options to make the best choice for them," said Global Chief Marketing Officer Maryam Banikarim, Hyatt Hotels Corporation. "Working with the Be Well team is helping us bring their passion for making healthy living simple into everything we do."

As an internationally recognized pioneer in integrative and functional medicine, Dr. Lipman draws from a career that blends traditional and alternative methods to help people reclaim their natural vitality. Be Well was started in 2012 with a mission to help time-starved customers achieve genuine and sustainable life changes through support and education. By providing high quality supplements and nutrition products, Be Well offers effective and convenient ways to address health concerns. Be Well products and services are designed to increase health and well-being through preventative health and wellness content, corporate programs and personalized health coaching.

The collaboration will focus on the guest experience across all Hyatt brands globally, starting at Park Hyatt hotels in New York, Chicago and Washington D.C. With the guest's journey as the framework, experiences will include healthy refreshments at arrival, curated in-room amenities, increased fitness offerings, expanded menu options, and nutritious to-go alternatives to maintain healthy habits on the road. Beyond the guest experience, Hyatt and Be Well will partner on 'Chef Workshops' bringing together Hyatt chefs and the Be Well team to create more options in overall food and beverage experiences. Retreats are also being designed to provide an immersive experience for those guests that want to go all-in by exploring nutrition, fitness and mindfulness.

"Wellness is more than a class or a diet – it's a lifestyle. People recognize the importance of healthier options, and we are on a mission to make well-being convenient and accessible to all – on and off the road," said Chief Executive Officer Brandon Shainfeld, Be Well. "Our longtime patients include Gwyneth Paltrow, Bobbi Brown and Donna Karan and we are excited to expand our partners to include Hyatt, where we will work together on integrating health and wellness into a traveler's experience. It is a natural extension of the healthy habits we promote and live by every day."

"As a frequent traveler, I know how hard it can be to maintain a healthy routine on the road. Be Well started as a way to help my patients break down barriers to everyday healthy living," said Dr. Lipman. "I share Hyatt's passion to care for guests' well-being and am impressed with the approach of making it a natural part of the guest experience and I believe working together can have a meaningful impact."

Individual Hyatt properties are also providing specialized options in response to local traveler interest. For example, Hyatt Centric hotels provide guests with places close by to work out or experience the neighborhood. Park Hyatt Chicago has Shred415 workout classes on premise once a week, while Park Hyatt New York will host meditation classes with MNDFL, New York City's premier meditation studio. All Hyatt hotels make their gyms available 24/7 making it an easy option for guests to take advantage of when they need. Each Hyatt hotel is charged with listening to its guests to determine the health and wellness options that fit travelers' needs.

Today's announcement continues Hyatt's focus on applying a holistic approach to health and wellness. In 2014 the company launched [Food Thoughtfully Sourced. Carefully Served](#), a global program in which Hyatt chefs evolved existing menus with an eye on sustainable health. This includes such options as grass-fed meats, sustainable seafood and a "[For Kids, by Kids](#)" menu, which provides more nutritious, fresh and interactive offerings for our youngest guests.

*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 Be Well**

Be Well is a privately held company headquartered in New York. Be Well is a proprietary brand of supplements, cleanses, wellness content and health coaching. Be Well's mission is to help its customers achieve genuine and sustainable life changes through support and education and by providing high quality supplements and nutrition products, which offer effective and convenient ways to address their health concerns. Be Well was founded in 2012 by Dr. Frank Lipman, one of the world's most renowned functional medicine doctors. Dr Lipman's patients include: Gwyneth Paltrow, Donna Karan, Bobbi Brown and other notable individuals. For more information visit [www.bewell.com](http://www.bewell.com).

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 652 properties in 53 countries, as of March 31, 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](http://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 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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