

Hyatt Regency Sofia mark will the first Hyatt-branded hotel in Bulgaria's capital city

CHICAGO (June 10, 2016) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that a Hyatt affiliate has entered into an agreement with Terra Tour Service EOOD for a [Hyatt Regency](#) hotel in Sofia, Bulgaria. Hyatt Regency Sofia will mark the first Hyatt-branded hotel in Bulgaria, and will add to Hyatt's growing footprint in Europe.

"We look forward to collaborating with the team at Terra Tour Service to open the first Hyatt Regency hotel in Bulgaria," said Peter Norman, senior vice president, acquisitions and development – Europe, Africa, and Middle East for Hyatt. "Hyatt Regency Sofia will be designed to foster connections and serve as a dynamic, energizing place where guests can collaborate, share and find inspiration. We are confident that the globally recognized Hyatt Regency brand will resonate with the growing base of business and leisure travelers visiting the country."

Hyatt Regency Sofia will be ideally located in the heart of the Bulgarian capital on Vasil Levski Square. Guests will be a short walking distance from the National Assembly, which houses the country's parliament, as well as many of Bulgaria's cultural institutions and tourist attractions, including the Monument to Vasil Levski, Cathedral Saint Alexandar Nevski, National Academy of Arts, SS. Cyril and Methodius National Library, and Sofia University.

"We look forward to welcoming guests to Hyatt Regency Sofia, where they will find the Hyatt Regency brand's authentic service, culinary experiences and superb meetings and events facilities," said Lachezar Todorov, chief executive officer, Terra Tour Service. "This is our first project with Hyatt, and with the combination of the strong Hyatt Regency brand experience and the hotel's excellent facilities, we believe Hyatt Regency Sofia will have a great appeal to those visiting the country."

Expected to open in 2018, Hyatt Regency Sofia will deliver on the contemporary expectations of guests and meeting planners. The 190-room hotel will feature three restaurants, which will build off the Hyatt Regency brand's history of culinary excellence, as well as a rooftop bar with unrivalled views of the city. The hotel will serve as the perfect venue for a variety of events such as weddings, social banquets, exhibitions, meetings, and conferences, offering more than 12,900 square feet (1,200 square meters) of flexible meeting and event facilities. Additionally, the hotel will offer a fitness center and spa.

For more information, please visit www.hyatt.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 REGENCY

The Hyatt Regency brand prides itself on connecting travelers to who and what matters most to them. More than 160 conveniently located Hyatt Regency urban and resort locations in over 30 countries around the world serve as the go-to gathering space for every occasion – from efficient business meetings to memorable family vacations. The brand offers a one-stop experience that puts everything guests need right at their fingertips. Hyatt Regency hotels and resorts offer a full range of services and amenities, including notable culinary experiences; technology-enabled ways to collaborate; the space to work, engage or relax; and expert planners who can take care of every detail. For more information visit www.hyattregency.com.

ABOUT TERRA TOUR SERVICE

Terra Tour Service is a limited liability company established in 1992. Terra Tour Service owns and operates a range of tourism businesses. These include three RIU-branded resorts, a golf course, a multi-purpose sports complex, and hunting lodges.

For further information:

ABOUT HYATT HOTELS CORPORATION

Hyatt Hotels Corporation (NYSE: H), 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.

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.

CONTACT:

Siân Martin

Hyatt

+1 312 780 5797


sian.martin@hyatt.com

Simone Roemheld

Hyatt – Europe, Africa and Middle East

+41 44 279 1226

simone.roemheld@hyatt.com

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