

CHICAGO (September 24, 2019) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced Caption by Hyatt, a new lifestyle brand within the select service category that will bring people closer together, allowing them to work, eat or socialize in comfortable, flexible, communal spaces that encourage meaningful conversations and connections.

The Caption by Hyatt brand has been designed to create a location where guests feel comfortable striking up a conversation with someone new over a cup of coffee, a bite to eat or a drink at the end of the day. Caption by Hyatt hotels will be anchored by a distinctive food and beverage experience that will be a vibrant mash-up between café, market and bar. Danny Meyer's Union Square Hospitality Group (USHG) consulted on the design and curation of a conversation-worthy food and beverage concept for the brand.

"At Hyatt, we believe in the power of personal connection," said Heather Geisler, vice president of global brands, Hyatt. "By listening to our guests, we know that whether they are traveling alone or with a friend, they are looking to connect with others in an environment that is authentic and approachable. The Caption by Hyatt brand will invite guests and locals alike to hang out, enjoy a cocktail and catch up with a friend, new or old, in a space that is intended for them."

The Caption by Hyatt brand will focus on three core promises:

- **Alluring and approachable spaces.** Caption by Hyatt hotels will invite guests in with cozy rooms and common areas that are flexible enough to move things around and make the space uniquely theirs. Social spaces will be richly designed and unexpectedly put together – sparking conversation and giving guests and locals alike no choice but to stay awhile.
- **Conversation-worthy food and beverage.** Eating and drinking at Caption by Hyatt hotels will be about more than what's on the table. They will bring people together to enjoy the locale's dynamic culture.
- **Experiences that don't begin or end at the hotel's front door.** Whether guests try something new or meet someone new, Caption by Hyatt hotels will create the conditions for connections that matter – all-day drinks and sharable snacks; spaces designed for guests to plug in anywhere; flexible and multi-purpose spaces for lounging and small events; and a rotating calendar of do-it-yourself and hosted events from trunk shows to local beer tastings.

The Caption by Hyatt brand will offer the efficiency and flexibility of select service, while creating a compelling lifestyle experience that is designed to be fulfilling for guests and result in superior revenue opportunities.

"We intend for the Caption by Hyatt brand to be a global growth driver domestically and internationally in dense urban markets, emerging neighborhoods and high foot traffic areas," said Jim Chu, global head of development for Hyatt. "We believe the brand is primed for strong growth as it can flex and adapt to suit the needs of different locations and markets and can offer a more sustainable approach to design and operations."

For more information on the Caption by Hyatt brand, visit hyattdevelopment.com/captionbyhyatt.

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 portfolio of 20 premier brands. As of June 30, 2019, the Company's portfolio included more than 875 properties in over 60 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 colleagues, 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.


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. These statements include statements about a new Hyatt brand introduction and concept, and involve known and unknown risks that are difficult to predict. 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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