

Campaign encourages local discovery through larger-than-life explorer vending machine offering a variety of travel experiences, as well as a collaboration with travel enthusiast community, Passion Passport

CHICAGO (October 20, 2016) – The [Hyatt Centric](#) brand, the modern day explorer’s launchpad to some of the very best destinations around the world, is celebrating its “Sunrise to Sunrise” campaign today by inviting travelers to explore New York City with a visit to its giant pop-up explorer vending machine located in Manhattan’s Flatiron Plaza in Madison Square Park from 8 a.m.- 6 p.m. ET or until supplies last. The machine is filled with a variety of surprises to help travelers explore New York City and beyond, including \$10,000 in Hyatt gift cards, a Vespa motor scooter, a Shinola Detroit Arrow Bicycle, DryBar gift cards and more.

The Hyatt Centric explorer vending machine is part of the new “Sunrise to Sunrise” campaign that launched earlier this month, positioning the Hyatt Centric brand as a catalyst for local exploration and discovery. The campaign also includes a collaboration with [Passion Passport](#), a community of travelers, storytellers and creatives inspiring exploration and discovery.

“We have all experienced the thrill of discovering something unexpected in the places we visit, and Hyatt Centric hotels are great launchpads for people looking to explore everything the destination has to offer,” said Sandra Cordova Micek, senior vice president of global brands for Hyatt. “We want to inspire a sense of adventure, and our new Hyatt Centric campaign represents that spirit, including our explorer vending machine located in the heart of the Flatiron District - one of the best places to explore in New York City.”

By simply posting a photo on Instagram of their favorite destination and including #HyattCentric and #Sweepstakes, eligible visitors to the machine who qualify can push the button to win one of over 1,600 prizes, all of which are meant to arm modern-day travelers with what they need to get out and explore.

Highlights include:

- Tickets to an exclusive performance by Jason Derulo at Hyatt Centric Times Square co-hosted by iHeart Media
- \$10,000 worth of Hyatt gift cards
- A 2016 Vespa Primavera motor scooter
- \$5,000 weekend getaways to a Hyatt hotel of your choice
- Private limo service around New York City for 10 hours
- A Shinola Detroit Arrow bicycle
- \$100 gift cards to Flight 001
- Polaroid Snap cameras
- ReTrax selfie sticks

Hyatt Centric Sunrise to Sunrise Campaign

The Hyatt Centric brand is working with one of Passion Passport’s biggest Instagram influencers, [Jedidiah Jenkins](#), who is embarking on 24-hour explorations in select cities where Hyatt Centric hotels are located, including Chicago and New York, documenting his adventures with followers visiting local hidden gems throughout the city. The Hyatt Centric Sunrise to Sunrise Contest encouraged all local explorers to post their favorite local spots or recommendations on Hyatt Centric’s Instagram channel for a chance to win a trip to New York for an exclusive performance tonight from Jason Derulo at Hyatt Centric Times Square, co-hosted by iHeart Media.

“I’ve traveled to some of the most interesting places in the world, so working with Hyatt Centric to explore these iconic cities is an opportunity to do what I do best during my travels – hunt down the hidden gems, the local hotspots, and the places that people don’t typically find in visitor’s guides,” said Jedidiah Jenkins. “It’s amazing to see a brand commit itself to equipping travelers with everything they need to explore, discover and travel.”

To follow Jedidiah on his current 24-hour New York City adventure and to find out more about the Hyatt Centric pop-up explorer vending machine, visit Hyatt Centric on [Instagram](#).

Hyatt Centric Sunrise to Sunrise Contest Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. Contest consists of three entry periods: (1) To enter in Chicago, post a photo of an activity or location in Chicago on Instagram with #HyattCentricSunriseContest and one of the following: #Chicago, #Chitown or #Chi between 9/29/16 and 10/6/16. 2 winners of Chicago contest will receive 2 nights at Hyatt Centric Times Square New York, 1 domestic round trip coach airfare for winner and 1 guest and ground transportation to/from hotel from/to airport, and 2 tickets to exclusive Hyatt Centric event on 10/20/16 at Hyatt Centric Times Square New York. (2) To enter in Miami, post a photo of an activity or location in Miami on Instagram with #HyattCentricSunriseContest and one of the following:

#Miami, #MiamiBeach or #MIA between 10/2/16 and 10/9/16. 2 winners of Miami contest will receive 2 nights at Hyatt Centric Times Square New York, 1 domestic round trip coach airfare for winner and 1 guest and ground transportation to/from hotel from/to airport, and 2 tickets to exclusive Hyatt Centric event on 10/20/16 at Hyatt Centric Times Square New York. (3) To enter in New York, post a photo of an activity or location in New York on Instagram with #HyattCentricSunriseContest and one of the following: #NewYorkCity, #NY, #NewYork or #NYC between 10/3/16 and 10/10/16. 2 winners of New York contest will receive 2 nights at Hyatt Centric Park City UT, 1 domestic round trip coach airfare for winner and 1 guest and ground transportation to/from hotel from/to airport, and 2 tickets to exclusive Hyatt Centric event on 10/20/16 at Hyatt Centric Times Square New York. Only open to residents of the United States or the District of Columbia who are 21 years old or older and who are registered users of Instagram. **SUBJECT TO FULL OFFICIAL RULES**, available at z100.com keyword: Hyatt Centric. Limit 1 prize per person/household and winner/winner's household members cannot have won a prize through iHeartMedia promotions in the 30 days prior to this Contest start date. Void where prohibited. Sponsor: Hyatt Corporation, 71 S. Wacker Dr., Chicago IL 60606. Administrator: iHeartMedia + Entertainment, Inc., 32 Avenue of the Americas, 2nd Floor, New York, NY 10013.

Hyatt Centric Explorer Vending Machine Sweepstakes Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. Only valid while supplies last on 10/20/16. To enter, post a photo on Instagram with #Sweepstakes and #HyattCentric, follow attendant's instructions and push the designated button to win a prize. Open only to residents of the United States (**except Florida**) or the District of Columbia who are 18 years old or older. **SUBJECT TO FULL OFFICIAL RULES**, available via attendant. Limit 1 entry per person and per Instagram account. Void where prohibited. Sponsor: Hyatt Corporation, 71 S. Wacker Dr., Chicago, IL 60606.

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 Times Square

The Hyatt Centric brand recently announced the conversion of Hyatt Centric Times Square on West 4th Street. Previously known as Hyatt Times Square New York, the hotel will draw upon its prime location in the heart of the city to provide the quintessential Manhattan experience. The hotel will also be introducing new in-room bath amenities from Timeless – Marilyn Monroe Spa, Drybar hairdryers in every guestroom, a new food and beverage concept on the ground floor of the hotel, as well as enhancements to the rooftop lounge, Bar 54 – all expected to be implemented by early 2017.

The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations including Chicago, Houston, Miami, New Orleans, New York, Park City and San Francisco. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought-after food, nightlife and activities the destination has to offer, sourced from a community of "in the know" local explorers. 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 wants and nothing they don't, including environmentally conscious bath products, Bluetooth-enabled electronics, salon-grade blow-dryers, and restaurant to-go delivery service in select Hyatt Centric hotels. A team of associates are always available to aid guests in their discovery of the destination and make the most of their stay.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 667 properties in 54 countries, as of June 30, 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.

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<https://stage.mediaroom.com/hyatt2/102016-Hyatt-Centric-Sunrise-to-Sunrise-Campaign-Invites-Travelers-to-Explore-the-Very-Best-of-New-York-City>