

Migliassi to lead brand marketing for Hyatt Ziva, Hyatt Zilara, Hyatt Residence Club and Hyatt branded residences

CHICAGO (November 2, 2015) – Hyatt Hotels Corporation (NYSE: H) today announced that Hyatt has selected Lara Migliassi as vice president of global brands. She will be responsible for the brand development and management of Hyatt’s all-inclusive brands, Hyatt Zilara and Hyatt Ziva, as well as the Hyatt Residence Club brands and Hyatt branded residences. She will be based in Miami and will report to Sandra Cordova Micek, senior vice president of global brands.

“Lara will be a tremendous asset to the team as Hyatt enhances our all-inclusive and vacation ownership brands,” Micek said. “She brings a wealth of knowledge and deep experience in developing integrated marketing campaigns that drive business growth, with particular expertise in understanding the Latin American markets. Having Lara based in Miami allows her to be close to the Hyatt Zilara and Hyatt Ziva properties and some of our key collaborators on the all-inclusive and residential brands. We’re delighted that she’s joining the Hyatt family.”

“*Lara will be a tremendous asset to the team as Hyatt enhances our all-inclusive and vacation ownership brands,*” said Sandra Cordova Micek, senior vice president of global brands

Migliassi joins Hyatt with nearly 20 years of brand marketing expertise, including most recently with Univision where she was senior vice president of corporate marketing. Before Univision, Lara managed bilingual marketing programs in Latin American markets for Deutsche Bank.

“Hyatt has incredible brands, a team of passionate colleagues and a proven record of business growth,” Migliassi said. “I’m excited to join this talented team and help build distinct experiences that drive preference for Hyatt.”

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 June 30, 2015, the Company’s worldwide portfolio consisted of 618 properties in 51 countries. For more information, please visit www.hyatt.com.

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