

**CHICAGO (December 8, 2014)** – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a franchise agreement with PHR Okinawa Hotel Management Ltd., a subsidiary of Ken Corporation, Ltd., for a Hyatt Regency hotel in Naha, Okinawa. Expected to open in late 2015, Hyatt Regency Naha, Okinawa will mark the first Hyatt-branded hotel on the island of Okinawa, Japan.

“We are delighted to bring the Hyatt Regency brand to Okinawa, and are honored to further strengthen our relationship with Ken Corporation Ltd., owner of Hyatt Regency Guam, a company with deep development and management experience,” said Ratnesh Verma, senior vice president, real estate and development, Asia Pacific, Hyatt. “The Hyatt Regency brand is designed to keep people connected and energized, and we feel this hotel will be a perfect fit for the city of Okinawa and the travelers that we know will visit this destination. Japan continues to see a rise in inbound tourism, and we look forward to welcoming guests to Hyatt Regency Naha, Okinawa.”

Located in Naha, the political, economic and education center of Okinawa, Hyatt Regency Naha, Okinawa will feature 294 guestrooms, four food and beverage outlets, meeting space, a fitness center, and an outdoor swimming pool. The hotel will be within walking distance to Kokusai-dori, the city’s main tourism and entertainment district. With Naha International Airport less than three miles away, Hyatt Regency Naha, Okinawa will provide easy access and convenience for business and leisure travelers.

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 is an energizing hotel brand that connects travelers to whom and what matter most to them. More than 150 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 take care of every detail. For more information, visit [www.hyattregency.com](http://www.hyattregency.com).

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 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 September 30, 2014, the Company’s worldwide portfolio consisted of 573 properties in 48 countries. 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 actual results 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; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital 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 SEC. We caution you not to place undue reliance on any forward-looking statements, which are made 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 laws. 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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