

CHICAGO (December 10, 2014) – [Hyatt Hotels Corporation](#) (NYSE: H) and Playa Hotels & Resorts B.V. (“Playa”), a leading owner, operator and developer of all inclusive resorts in prime beachfront locations, today announced the opening of [Hyatt Ziva Rose Hall](#) in Montego Bay, Jamaica, which will be followed by the opening of [Hyatt Zilara Rose Hall](#) on December 20, 2014. Hyatt Ziva Rose Hall, an all inclusive experience for guests of all ages, marks the arrival of Jamaica’s first Hyatt-branded all inclusive resort.

Located at the former site of The Ritz-Carlton, the resort, in combination with the upcoming Hyatt Zilara Rose Hall, is the culmination of an approximate \$85 million expansion, renovation and repositioning that is intended to reinvent this storied destination in a way that brings effortless indulgence to the all inclusive vacation experience. Hyatt Ziva Rose Hall features 496 plush suites, including 28 newly created premium swim-up suites, featuring oversized terraces with picturesque garden and ocean views.

“We are delighted to celebrate the opening of Hyatt Ziva Rose Hall, and soon, Hyatt Zilara Rose Hall, in such a vibrant destination and community,” said Carlos Cabrera, senior vice president of all inclusive operations for Hyatt. “The resort transformation has been spectacular and true to offering two distinctive all inclusive experiences, for families and for adults, within one contiguous resort destination. We look forward to welcoming back guests and inviting new Hyatt guests to discover the breadth of activities or relaxation they seek from a Jamaican getaway.”

“Complementing the resort’s pristine location, which also includes two swimmable beaches, Hyatt Ziva Rose Hall offers a large variety of all inclusive amenities and features. Hyatt Zilara Rose Hall will open on the heels of Hyatt Ziva Rose Hall, and these resorts together will offer guests one outstanding all inclusive experience,” said Alex Stadlin, Chief Executive Officer of Playa Resorts Management. “Our team has diligently worked to bring together a collection of amenities, activities and guest services that are simply incomparable and define what we believe will be the evolution of all inclusive luxury.”

Stadlin continued, “The guest experience begins upon touchdown at Sangster International Airport in Montego Bay with access to a private VIP lounge where guests are greeted and then escorted to the resort via complimentary airport transfer services. At the resort, all adult guests may enjoy one complimentary round of golf per stay at either the legendary White Witch or Cinnamon Hill golf courses, as well as extensive leisure and sporting activities. Service is from the heart with an array of butlers and specialty concierge anticipating guests’ needs and desires.”

Guests can book Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall by contacting a travel agent or calling +1 800 233 1234, or online at www.hyatt.com or www.allinclusive.hyatt.com.

The term “Hyatt” is used herein for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

ABOUT HYATT ZIVA ROSE HALL AND HYATT ZILARA ROSE HALL

Spanning 1,200 feet of private, pristine coastline on the turquoise Caribbean, Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall will share the same resort grounds and will combine to form an unparalleled, all inclusive resort experience. Dining takes center stage and is led by an international culinary team that oversees unique offerings in each of the à la carte, buffet and innovative poolside ‘food truck’ experiences that guests may enjoy. The fresh flavors of the Caribbean are creatively melded into unmatched dining experiences ranging from the casual local favorites of Jamaican Jerk to an authentic Churrasqueria Brazilian Steak House, to a Moroccan style Fez Roof Top Lounge. Guests will enjoy an explosion of tastes, cultures and fine dining all complemented with an excellent wine and spirit collection served by creative mixologists.

In addition to complimentary golf privileges and an exciting catamaran excursion, guests will find spontaneous moments throughout the resort – everything from beach activities, to thoughtful insight into Jamaican culture and music, as well as little surprises such as frozen treats delivered by poolside butlers, rum tastings, and marshmallow roasts. For additional relaxation there is a state-of-the-art Fitness Center with Pilates and Yoga classes, as well as complimentary use of the hydrotherapy circuit at the resort’s Spa. Indulgent spa treatments, massages, facials and body wraps may also be booked at an additional charge and enjoyed in the spa’s treatment suites or in sheltered outside venues overlooking the Caribbean. Wedding and honeymoon couples will find professional romance staff to help each couple customize the perfect wedding or romantic celebration appropriate for a diversity of lifestyles. And for corporate events there is a Hyatt trained meeting and incentive staff to ensure each event is successfully executed.

Hyatt Ziva Rose Hall caters to guests of all ages and is a paradise of rest, relaxation and recreation. The hotel’s 496 plush suites, including 28 newly created premium swim-up suites, feature oversized terraces with picturesque garden and ocean views. Sun seekers will be able to slip into any one of eight extraordinary pools, featuring five swim-up pools and three whirlpools, relax in luxurious lounge seating or linger poolside at the swim-up bar with personalized service provided by the pool butler. From gourmet gastronomy to thrilling sports by land and sea, as well as an innovative children’s program, Hyatt Ziva Rose Hall will be an experience every member of the family will enjoy.

Sophisticated and stylish, **Hyatt Zilara Rose Hall** will be an indulgent escape focusing exclusively on adults. Hyatt Zilara Rose Hall will feature its own gourmet dining and lounges offering premium branded beverages. Tucked along the western edge of the estate, this exclusive adult oasis will boast 125 elegantly appointed guest suites, including 30 romantic swim-up suites, which immediately transport vacationers to a serene environment rich with neutral tones, energized by subtle splashes of deep blues. Guests of Hyatt Zilara Rose Hall can enjoy adult-oriented amenities including, four chic and contemporary private pools, a pool bar and restaurant surrounded by chaise lounges and Bali Beds, in addition to an unrivaled, private beach.

For more information or to book an all inclusive vacation experience at Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall, contact your preferred travel professional or visit www.hyatt.com or www.allinclusive.hyatt.com or call +1 800 233 1234.

About Playa Hotels & Resorts

Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall are owned by Playa Hotels & Resorts, B.V. and managed by Playa Resorts Management, the operational management component of Playa Hotels & Resorts. Playa's portfolio consists of a collection of 14 premier resort hotels comprised of 6,175 rooms that are located in prime beach locations in Mexico, the Dominican Republic and Jamaica. Playa owns and manages Hyatt Ziva Los Cabos, Hyatt Zilara Cancun, Hyatt Ziva Rose Hall and Hyatt Zilara Rose Hall in Jamaica, Hyatt Ziva Puerto Vallarta, and Hyatt Ziva Cancun. The company also owns and operates three resorts under Playa's brands, The Royaland Gran, as well as five resorts in Mexico and the Dominican Republic that are managed by a third party. Under an agreement with an affiliate of Hyatt Hotels Corporation (NYSE: H), Playa will pursue the acquisition or development of new allinclusive resort opportunities under two new Hyatt allinclusive brands – Hyatt Zilara and Hyatt Ziva. Playa will also have certain rights to operate Hyatt-branded allinclusive resorts in five Latin American and Caribbean countries. For more information visit www.playaresorts.com.

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.

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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