

## New Global Hyatt Brand Embraces Design, Next Generation Technology and Elements of Sensory Branding for “Select Service” Guest

□ **Chicago, September 28<sup>th</sup>, 2005** – Hyatt Place, Global Hyatt Corporation’s new entry into the select service segment, is releasing more details and unveiling the first prototype guest room featuring the exciting design elements of the new product. The first prototype is at AmeriSuites in Scottsdale, AZ, with additional model rooms to follow in Lombard, IL (outside Chicago), Atlanta, GA and Dallas, TX.

Following the acquisition of the AmeriSuites hotel chain in January 2005, senior executives and design teams at Global Hyatt Corp. along with industry leading architects, interior designers and brand consultants set out to accomplish specific objectives to revitalize the chain and to launch a new leading edge hotel concept in the upscale select service segment.

According to Jim Abrahamson, senior vice president of Hyatt Corporation, the new Hyatt Place brand will feature a strong focus on an exciting new interior and exterior design and forward thinking technology that incorporates many new and unique applications of sensory branding into its hotels.

“We’ve held a number of focus groups in key U.S. markets to determine what core elements people expect out of a hotel stay. The extensive research we did was crucial to creating a different type of guest experience not yet seen in the industry. At Hyatt Place, our goal is for guests to enjoy unexpected familiarity coupled with flexibility and ease of use,” said Abrahamson. Hyatt Place will a “larger than home” experience:

- **In the gathering area**, contemporary décor blends distinctive architecture with stylish furnishings and unexpected touches to create an atmosphere of casual hospitality. It is a welcoming and open central gathering area with registration kiosks, an intimate coffee and wine café and an inviting dining area.
- **In the guestroom**, which is 25% larger than traditional hotel rooms, features include Hyatt’s signature plush Grand Beds™, a wet bar and granite counters throughout. Rooms will also feature a “cozy corner” where guests can recline on a sectional sofa with a soft finish, fit and feel. Spacious, walk-in showers with upgraded showerheads offer a relaxing experience. Like in Hyatt hotels, Hyatt Place will offer refreshing Portico bath amenities
- **Next-generation room technology** includes a 42” HD plasma television that easily integrates with laptops and other electronics. The fully integrated work station offers power bar connectivity where guests can watch their own visual media on the computer monitor. Video and music entertainment system add to the guest experience and complimentary WI-FI service is provided throughout the hotel.
- **An unprecedented approach to food service** includes a cashless food center in the lobby, offering freshly prepared daily breakfast items, sandwiches, salads and snacks available around the clock. A coffee bar will offer signature items throughout the day.

Renovation and repositioning of existing AmeriSuites hotels to Hyatt Place is slated to begin in the fourth quarter of 2005, with rebranding of qualified corporate and franchised hotels due for completion in late 2006.

### About Global Hyatt

There are 212 hotels and resorts (over 90,000 rooms) in 43 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt® and Park Hyatt® brands. Currently, there are an additional 27 Hyatt hotels and resorts under development, including 10 new hotels in China. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation Club, Inc. (timeshare), Hyatt Equities, L.L.C. (hotel ownership), and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, Microtel and Best Inns).

In January 2005, Global Hyatt Corporation also added an additional 143 U.S. properties to its growing portfolio with the acquisition of the upscale, limited service AmeriSuites hotel chain. These properties will be retrofitted and repositioned under Hyatt’s new Select Service Group brand, Hyatt Place, beginning in late 2005. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto <http://www.hyatt.com>

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