

hyattpure.com Introduces Hyatt's New Spa Identity Online

Hyatt Hotels & Resorts has announced the unveiling of www.hyattpure.com -- a new and novel website illustrating Hyatt's rare approach to authentic, culturally rich spa experiences at over 70 destinations worldwide. Visitors may be transported to their oasis of choice courtesy of eye-popping photography, links to treatment menus, and a spa search feature. Whether exploring an indoor/outdoor residential spa room at Amara at Park Hyatt Dubai or the open-air sanctuary at Anara at Grand Hyatt Kauai, guests will learn about the natural ingredients, exquisite treatments, and unexpected beauty that embody the Hyatt Pure experience.

The highly interactive hyattpure.com features a "color-therapy" mechanism that prompts visitors to view content in three different modes -- "energize", "restore," or "calm" -- to help achieve desired mood. Each offers different music selections, streaming and available for download, images and color schemes to help the user find balance and rejuvenation through their online experience.

"Hyatt has always been a thought leader in the spa industry, bringing to market ideas such as the residential spa concept and an unparalleled attention to cultural details and traditions," said Gordon Tareta, assistant vice president of spa operations for Hyatt Hotels & Resorts. "Hyatt is excited to continue leading the industry by introducing a unique online spa experience that delivers guests to all parts of the world with just the click of a mouse."

"Hyatt Pure's new website extends the feelings and emotions guests experience at Hyatt's serene spa locations online," said Scott Seed, director of resort marketing for Hyatt Hotels & Resorts, North America. "The sights and sounds of hyattpure.com provide a true sense of what guests can expect from our award-winning collection of spas." Guests may access the site to locate a spa in their area, plan upcoming travels, view special offers and promotions, purchase Hyatt Pure gift certificates good for treatments, and read about Hyatt Pure news and plans for future destinations, and coming soon, purchase spa products through the Hyatt@Home store.

About Global Hyatt Corporation

There are 217 Hyatt branded 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 47 Hyatt hotels and resorts under development, including 15 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 Ownership, Inc. operators of the Hyatt Vacation Club (timeshare and fractional residential product), Hyatt Equities, L.L.C. (hotel ownership), Select Hotel Group L.L.C. (which owns, operates and franchises AmeriSuites hotels, Hyatt Place and Summerfield Suites hotels) and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, and Microtel Inns and Suites).

From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto www.hyatt.com.

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