

New Luxury Global Brand to Emphasize Personal Style and Independence

CHICAGO (April 12, 2007) – Global Hyatt Corporation President and CEO Mark Hoplamazian today announced the launch of *Andaz*, the company's newest addition to its global brand portfolio. The Company plans to launch several hotels under the new brand this year, with properties already slated for New York and London, and others under discussion in other parts of the world including Beijing and Moscow.

The word *Andaz* means 'personal style'. In addition to a focus on personal style and independence, the new brand will offer a highly functional environment characterized by sophistication, innovative design, local identity, casual elegance and service that is attentive but not pretentious and without 'attitude'.

"Our launch of *Andaz* is based on demand expressed by both consumers and developers for a product and experience that they have not found within the industry," Hoplamazian said. "This worldwide customer base is looking for fresh, uncomplicated luxury that is timeless and 'gimmick' free."

Representing a part of the next phase of the company's accelerating worldwide growth, the first *Andaz* will be in the City of London, where the Great Eastern Hotel will be rebranded and repositioned following completion of a renovation in September. Plans are also well underway in New York for *Andaz*, beginning with Hyatt's recently purchased property on Fifth Avenue at 4th street, across from the New York Public Library. Announcements of other *Andaz* hotels in markets inside and outside of North America are expected in the coming weeks and months.

In developing the brand, Global Hyatt Corp. is working with top architects and interior designers around the world to create environments that express the personal style of the customer and the personality of the destination. *Andaz* hotels will be authentic and culturally correct in service and product delivery.

Hoplamazian indicated that the brand will also be as environmentally friendly as possible, through various features that would include serving organic food and beverage, using fully biodegradable products and focusing on energy efficiency. As the brand develops, new hotel structures will incorporate ecologically friendly building materials and building systems.

"I feel that Hyatt is uniquely well-suited to bring this new brand to life because 'style', 'authenticity' and 'great service without attitude' are attributes that are a part of Hyatt's culture and heritage," he said. "*Andaz* is a brand that exhibits great promise for Hyatt."

For further information:

About Global Hyatt Corporation

Global Hyatt Corporation, one of the world's premier hotel companies, offers today's travelers over 735 hotels and resorts (over 136,000 rooms) in more than 44 countries. The company's affiliates own, operate, manage and franchise Hyatt branded hotels and resorts under the Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt Resorts®, Hyatt®, Hyatt Place™ and Hyatt Summerfield Suites® brands. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operator of the Hyatt Vacation Club and fractional residential properties 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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