

New DIRECTV Sports Package is the Ultimate Offer for Guests ‘Ready for Some Football’

□ **CHICAGO, IL– Oct. 17, 2007**—Hyatt Place hotels now offer football fans the ability to follow their favorite college and professional teams while in their hotel room, thanks to exclusive programming from Lodgenet Entertainment Corporation and DIRECTV. To celebrate football season, Hyatt Place has introduced the **Hyatt Place DIRECTV Sports Package** offering extra room hours for maximum viewing, a full day of college or professional games and quintessential football fuel. Valid every Saturday and Sunday night through December 30, 2007, the package is available at more than 50 hotels throughout the country.

Hyatt Place’s DIRECTV Sports Package offers guests:

- **Daylong subscription to ESPN GamePLAN or NFL SUNDAY TICKET™**— a 42-inch HDTV and eight-foot sofa in every guestroom provides the ultimate viewing experience for college and professional football fans
- **Early check-in on Saturday or Sunday**— an early check-in time ensures guests don’t miss a minute of the excitement
- **A pizza and two 20 oz. beverages**— and if that’s not enough, additional items are available in the 24-hour Guest Kitchen so guests don’t have to leave the hotel on game day

Second only to home, Hyatt Place offers an ideal atmosphere to take in hours of uninterrupted football. Guestrooms are larger than average hotel rooms and offer the Cozy Corner, an eight-foot sectional sofa-sleeper, 42-inch HDTV and free Wi-Fi. A 24/7 Guest Kitchen, available at all Hyatt Place hotels, offers pizzas, chili and sandwiches, along with a bar that serves Starbucks® coffee, and premium wine and beer.

“Hyatt Place has given sports fans a new freedom and peace of mind while traveling,” said Alison Kal, vice president, marketing, Hyatt Corporation. “No more desperate searches for a location that’s broadcasting their team’s game – now they can watch the game on a 42-inch HDTV from a comfortable couch and check fantasy standings on their laptop thanks to free Wi-Fi. We think this package offers business and leisure travelers one more reason to choose Hyatt Place and get a little more excited about their trip.”

Available at 70 Hyatt Place hotels throughout the country, the **Hyatt Place DIRECTV Sports Package** is valid Saturday and Sunday nights through December 30, 2007. To book the Hyatt Place DIRECTV Sports package, travelers can call 888 HYATT HP (888-492-8847) and request the “SA1” rate code or go to www.HyattPlace.com/SA1.

Hyatt Place Background

Hyatt Place is inspired by today’s 24/7 lifestyle and designed complement Hyatt’s full-service brands with an atmosphere of casual hospitality. Attuned to the changing landscape of contemporary, multi-tasking business travelers, Hyatt Place allows guests to seamlessly merge personal and professional activities, offering a balanced mix of comfortable and functional amenities.

- Guests can take advantage of free Wi-Fi access, stretch out on the eight-foot Cozy Corner sofa-sleeper or work at an oversized desk in an ergonomic chair
- Every guestroom features a 42-inch flat panel, high-definition television offers 11 channels of HD along with an already impressive channel selection – perfect for catching the evening news, big game or latest movies
- Guests have access to DIRECTV® sports programming, including ESPN GamePLAN and NFL SUNDAY TICKET™, which broadcasts up to 14 games every Sunday during the regular season
- The Hyatt Plug Panel™ allows guests to connect their own entertainment media to the HDTV, including laptops, MP3 players, DVD players or any other portable device
- The signature Hyatt Grand Bed™ ensures guests enjoy a peaceful night’s sleep
- The Gallery, an innovative welcoming arrival area where guests are personally greeted by the Gallery Host who assists

guests with everything
from check-in to providing personal tours of the hotel

- In the Gallery guests will also find a self-registration kiosk, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an e-room with free access to a public computer and printer.
- The Guest Kitchen offers hot breakfast entrées along with Starbucks® specialty coffees and a free continental breakfast along with a variety of freshly prepared, café quality items, including made-to-order entrées, sandwiches, soups, salads and pizza that can be ordered 24/7 via a touch screen menu in the Guest Kitchen or from the Gallery Host
- A swimming pool or StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment help guests stay physically and mentally productive

Travelers are raving about Hyatt Place hotels already open in and around Atlanta, Chicago, Phoenix, Cincinnati, San Antonio, Nashville, Washington, DC and Louisville. There will be more than 100 *Hyatt Place* hotels open by December 2007, including locations in Chicago, Dallas, Phoenix, Atlanta, Tampa, Miami, Orlando and Detroit, in addition to other key business and leisure markets throughout the country.

About LodgeNet

LodgeNet Entertainment Corporation is the leading provider of media and connectivity services designed to meet the unique needs of hospitality, healthcare and other visitor and guest-based businesses. LodgeNet serves more than 1.9 million hotel rooms representing 9,300 hotel properties worldwide in addition to healthcare facilities throughout the United States. LodgeNet's services include on demand movies, games, television programming, music and information, along with subscription sports programming and high-speed Internet access. LodgeNet Entertainment Corporation owns and operates businesses under the industry leading brands: LodgeNet, LodgeNetRX, On Command and StayOnline. LodgeNet is listed on NASDAQ and trades under the symbol LNET. For more information, please visit www.lodgenet.com. LodgeNet and LodgeNetRX are trademarks or registered trademarks of LodgeNet Entertainment Corporation.

About DIRECTV

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 16.3 million customers in the United States, through exclusive content, industry-leading customer satisfaction and superior technologies. DIRECTV has had higher customer satisfaction ratings than cable seven years running (2007 American Customer Satisfaction Index, University of Michigan Business School). Each day, DIRECTV subscribers enjoy access to over 250 channels of 100% digital picture and sound, exclusive programming and the most comprehensive collection of sports programming available anywhere, including NFL SUNDAY TICKET™ and MLB EXTRA INNINGS®. DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan™, US Open Interactive and YES Network Interactive and DIRECTV will have up to 100 National HD Channels by year-end (number of channels subject to available HD programming and varies by package selection). For the most up-to-date information on DIRECTV, please visit directv.com.

NFL SUNDAY TICKET™ programming consists of all Sunday games broadcast on FOX and CBS at 1 pm and 4 pm ET. However, games broadcast by your local FOX or CBS affiliate will not be available in NFL SUNDAY TICKET™. Blackout restrictions and other conditions apply to all sports programming.

Games telecast locally may also be included in the ESPN GamePlan. Game Schedule, number of games and actual match-ups are subject to change. Games subject to local blackout. Subscriptions subject to applicable sales tax. Commercial locations require an appropriate license agreement. ESPN GamePlan is not available in HD.

About Hyatt Place

Hyatt Place, a new kind of Hyatt for today's relaxed lifestyle, combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Catering to today's discerning travelers, more than 100 Hyatt Place hotels are to open across the U.S. by the end of 2007. Hyatt Place is a newly developed brand of Global Hyatt Corporation. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.hyattplace.com. From the U.S. and Canada, reservations for Hyatt Hotels & Resorts worldwide may be obtained by calling 1-800-233-1234 or logging onto www.hyatt.com

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. In April 2007, Hyatt launched its newest global brand, Andaz™. 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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