

Hyatt Hotels Celebrate Pride 2008 with a New GLAAD Package and Pride Rocks Parties with PlanetOut

CHICAGO – June 9, 2008– To celebrate Pride 2008, Hyatt Hotels & Resorts continues its partnership with the Gay & Lesbian Alliance Against Defamation (GLAAD) and in celebration launches a new *Hyatt GLAAD Package* at 25 participating Hyatt Hotels & Resorts across the country. In addition to a two-night stay in a Hyatt hotel, located in the heart of the city and near the best attractions and activities, guests receive a GLAAD membership and a subscription to *Media Matters*, GLAAD's seasonal newsletter providing information on media campaigns, programs and events.

This year, Hyatt has also partnered with *PlanetOut* to host three 2008 "Pride Rocks" parties during Pride Weekends in Philadelphia, Boston and San Francisco. Hyatt Regency Philadelphia will host the first Hyatt "Pride Rocks" party, Sunday, June 8, followed by Hyatt Regency Boston, Friday, June 13, and finally Hyatt at Fisherman's Wharf, San Francisco, on the evening of Saturday, June 28. RSVPs are being accepted for the Hyatt "Pride Rocks" parties at out.com/priderocks.

More information on the GLAAD Package and Pride Rocks parties is available at pride.hyatt.com. For more information about GLAAD visit glaad.org.

NOTE: The GLAAD Package is available at 25 of Hyatt's hotels in the U.S. including Hyatt Regency Long Beach, Grand Hyatt Atlanta in Buckhead, Grand Hyatt Tampa Bay, Hyatt Regency Mission Bay Spa and Marina, Hyatt Regency San Francisco, Hyatt Regency Denver, Hyatt Regency Phoenix, Hyatt Regency Chicago, Hyatt Regency Minneapolis, Hyatt Regency Atlanta, Hyatt Regency Boston, Hyatt Regency Baltimore, Hyatt Regency Century Plaza, Grand Hyatt San Francisco, Grand Hyatt New York, Hyatt Regency Austin, Hyatt at Fisherman's Wharf, Grand Hyatt Seattle, Hyatt Regency Montreal, Hyatt West Hollywood, Hyatt Regency Philadelphia at Penn's Landing, Hyatt Regency Houston, Hyatt Regency Vancouver, Grand Hyatt Washington, and Hyatt Regency Sarasota.

For further information:

About Global Hyatt Corporation

Global Hyatt Corporation, one of the world's premier hotel companies, offers today's travelers more than 730 hotels and resorts around the world in 45 countries. The company's affiliates own, operate, manage and franchise Hyatt-branded hotels and resorts under **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 **Hyatt Vacation Club®** and fractional residential properties and **U.S. Franchise Systems, Inc.**, which franchises **Hawthorn Suites** and **Microtel Inn 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 on to www.hyatt.com.

About GLAAD

The Gay & Lesbian Alliance Against Defamation (GLAAD) is dedicated to promoting and ensuring fair, accurate and inclusive representation of people and events in the media as a means of eliminating homophobia and discrimination based on gender identity and sexual orientation.

About PlanetOut Inc.

PlanetOut Inc. is the leading media company exclusively serving the lesbian, gay, bisexual and transgender (LGBT) community. PlanetOut's brands include Gay.com, PlanetOut.com, The Advocate (www.advocate.com), Out (www.out.com), and The Out Traveler (www.outtraveler.com), as well as other publishing, direct marketing and e-commerce properties. PlanetOut, based in San Francisco with additional offices in New York and Los Angeles, offers FORTUNE 1000 and Global 500 advertisers access to what it believes to be the most extensive network of gay and lesbian people in the world. For more information, please visit www.planetoutinc.com.

About Pride 2008

The gay, lesbian, bisexual, and transgender communities in a growing number of cities and countries participate in annual parades, festivals and events collectively called gay pride. Most gay prides span from a few days to over a week and are filled with dances, volunteer and social events and highly publicized parades. These pride events are organized by local charities or volunteer organizations. The first gay pride parade in 1969, known as the March on Stonewall, started as a protest against discrimination and violence against gays in New York City. Today, pride events have become an annual ritual and have grown to include thousands of gay and gay-friendly participants, not to mention hundreds of spectators.

All of the participants join the festivities to remind the world that gays deserve the same rights as others and people should be free to live their own lifestyle, void of judgment or hate. Gay pride is also a symbol of solidarity and an opportunity to express the vivid personalities that reflect the diverse gay communities throughout the world.

Lori Alexander
Hyatt Hotels & Resorts
312-780-5709
lori.alexander@hyatt.com

<https://stage.mediaroom.com/hyatt2/2008-06-09-PRIDE-IS-HAVING-HYATT-HOTELS-RESORTS-ON-YOUR-SIDE>