

Joggers and walkers enjoy fresh air with confidence thanks to palm-size route maps

□ **CHICAGO (August 25, 2008) – Hyatt Hotels & Resorts** today announced that its North American properties will provide jogging and fitness-walking guests with palm-size route cards designed by **Athletic-Minded Traveler®**, a leading healthy-travel and lifestyle media firm. Hyatt is the first major hospitality company to partner with Athletic-Minded Traveler and will feature the maps as part of the StayFit@Hyatt program at participating Hyatt Regency and Grand Hyatt properties

Enhancing the dynamic selection of StayFit@Hyatt workout programs that cater to fitness-conscious business and leisure travelers, these easy-to-carry cards will provide runners and walkers of all levels with essential information to help them follow healthy pursuits while away from home. The Athletic-Minded Traveler maps offer detailed directions on one side (beginning at each property's front door) and a colorful map with mileage markers on the other (routes range from 2 to 8 miles). The unique tools encourage runners to head outdoors by answering the vital questions "Where?" and "How far?"

"Our staff of active-lifestyle experts is extremely proud to provide Hyatt guests with individually-researched route maps," says **Jim Kaese, Co-Founder of San Diego-based Athletic-Minded Traveler, LLC**. "Because jogging and walking are the most popular endurance activities for North Americans (e.g., even the *frequent* running population -100+ days/year -is estimated at an impressive 16 million, according to the Sporting Goods Manufacturers Association) runners will always be the largest group of Hyatt guests in search of a quality fitness experience. By offering this resource, Hyatt conveys to the running and fitness-walking communities that it understands their plight of identifying legitimate routes while staying in unfamiliar destinations and aspires to accommodate their healthy lifestyle choices."

"This new service from Athletic-Minded Traveler adds a valuable component to our StayFit@Hyatt program," said **Gordon Tareta, Vice President of Spa Operations for Global Hyatt Corporation**. "Every participating property has been assessed by Athletic-Minded Traveler staff which is made up of fitness-conscious individuals who share our guests' interest in living a healthy lifestyle. Athletic-Minded Traveler shares Hyatt's dedication to providing uncompromising service and is an ideal partner."

For additional information, please contact Stacey Francisco at Hawkins International PR at (212) 255-6541 or stacey@hawkpr.com.

For further information:

About Global Hyatt Corporation

About Athletic-Minded Traveler LLC

Athletic-Minded Traveler LLC is a leading active lifestyle media company providing unique content and resources to Fortune 500 corporate travel and wellness/work-life programs, print and online media firms, and the travel and fitness industries. The San Diego-based company serves its diverse customer base and generates original and thoroughly researched content via a staff of healthy lifestyle experts. Inquiries can be addressed at 1-877-272-6657 and online at www.athleticmindedtraveler.com.

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