

Andaz West Hollywood to Debut on Los Angeles' Sunset Strip in January 2009

□ **Hyatt Hotels & Resorts** has announced the January 2009 launch of its second property under its new brand, **Andaz**. Located on Los Angeles' vibrant Sunset Strip -the site of the legendary Hyatt West Hollywood **Andaz West Hollywood** will reflect the cosmopolitan feel of its surrounding neighborhood, while showcasing the brand's friendly and caring service, relaxed ambience and vibrant social spaces.

Launched in 2007 with **Andaz Liverpool Street** in London, the **Andaz** brand was designed with simplicity and locality in mind. **Andaz** offers a flexible and personalized experience beginning with the arrival process. Departing from convention, guests are welcomed into the **Andaz Lounge**, a non-traditional multi-use social space, where they 'check-in' with an **Andaz Host**. The role of the **Andaz Host** is to facilitate the functions of the front office agent, concierge and bell attendant, as well as to share local insights and the cultural pulse of the neighbourhood.

At the 14-story **Andaz West Hollywood**, New York-based architecture and interior design firm Janson Goldstein LLP has developed a series of engaging spaces featuring design sensibilities tied to the locale. Expect smart space planning, three-dimensional design, and sophisticated color palettes. Beginning with a dramatic glass garden pavilion set off the main entrance, the hotel will showcase a commissioned cascading hand-painted metal disk 11-foot sculpture by renowned New York-based artist Jacob Hashimoto. Throughout the hotel, visitors will uncover unique details of the West Hollywood culture such as quotes from local neighborhood personalities, art installations from Los Angeles artists and impromptu music performances from some of the city's up-and-coming musicians. The public spaces -from the dramatic rooftop terrace with heated pool and daybed seating to the vibrant restaurant and bar -will be at the heart of **Andaz West Hollywood's** hospitality experiences.

The hotel will boast spectacular panoramic views of the Hollywood Hills on one side and the Sunset Strip and downtown Los Angeles on the other. In addition to magnificent views, the 257 rooms, including 20 expansive suites, will include sitting areas that can be used to work, rest, or play. Many of the guest rooms have been designed with a glass-enclosed sunroom that overlooks Sunset Boulevard.

"We are pleased to announce that the first **Andaz** hotel in North America will be in a city as exciting and vibrant as West Hollywood," said Mark Hoplamazian, president and chief executive officer of **Global Hyatt Corporation**. "Offering warm, genuine, and relaxed hotel experience, **Andaz West Hollywood** will provide guests with a cultural playground in which to immerse themselves in the colorful lifestyle of the neighborhood."

Thoughtful and uncomplicated in style, **Andaz West Hollywood** will incorporate eco-conscious operational and design elements, with features such as special coating on the sunroom windows, which reduce solar heat gain and bring in more natural light, as well as wood flooring that has been harvested under regional environmental guidelines using sustainable forestry practices.

As was the case with **Andaz Liverpool Street** in London, **Andaz West Hollywood** will support a network of local creative personalities from around its neighborhood. This creative community will be called upon to deliver unique and real experiences for guests in art, film, music, fashion and design.

Location History

The hotel, which will become **Andaz West Hollywood**, originally opened in 1963 as *Gene Autry's Hotel Continental*, the first high-rise hotel on the Sunset Strip. Leased to Hyatt in 1976 and renamed the *Continental Hyatt House*, it became the preferred accommodation in Los Angeles for traveling rock bands, due largely to its close proximity to popular clubs such as Whisky a Go Go and The House of Blues. Over time, the hotel became affectionately referred to as *The Riot House*, due to the wild antics carried out by band members of such rock groups as Led Zeppelin, The Who and the Rolling Stones. Renamed Hyatt West Hollywood in February 1997, the property hosted hundreds of high profile press events, wrap parties and impromptu soirees for other musicians such as David Bowie, John Mayer, Widespread Panic, Ray Charles and John Lennon throughout the years. The Hyatt West Hollywood will remain closed through December 2008 to facilitate the **Andaz** transformation.

About Janson Goldstein

Janson Goldstein is a full service architecture and interior design firm creating innovative, comfortable, modern environments for a wide range of retail, hospitality, residential and commercial Janson clients in the U.S. and abroad. Led by partners Mark Janson, Hal Goldstein, and Steven Scuro, Goldstein has been recognized for excellence in both the architecture and interior design disciplines, providing clients with a total vision and the expertise to execute that vision. Janson Goldstein's extensive roster of clients and projects includes Holt Renfrew Vancouver, Saks Fifth Avenue, TSE Cashmere, and The Kohler Co., among others. For more information, log on to www.jansongoldstein.com.

Global in scale while local in perspective, **Andaz** delivers an innovative hospitality experience blending personal preferences with attentive and uncomplicated service. This unique collection of hotels reflect the personality of each locale, and is dedicated to creating natural and vibrant living spaces where travelers can indulge in their own personal sense of comfort and style. The first property, **Andaz Liverpool Street**, launched in London, in November 2007. Subsequent property openings *include* **Andaz Wall Street** (February 2009), **Andaz Fifth Avenue** (December 2009) and **Andaz Austin** (fall 2010). For more information, log on to www.andaz.com.

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