

New Location Marks Indiana's Fourth Hyatt Place Hotel

MISHAWAKA, IN – Oct. 30, 2008 – Hyatt Hotels & Resorts and First Hospitality, LLC today announce the opening of Hyatt Place South Bend/Mishawaka, the first newly built *Hyatt Place* hotel to open in the Midwest.

Hyatt Place South Bend/Mishawaka, which is owned by First Hospitality, LLC, is located at 215 W. Day Road and is just a short drive to the University of Notre Dame and premium shopping and restaurants in the area. The hotel offers:

- 121 spacious guestrooms
- 1,250 square feet of meeting space
- Spa-inspired bathrooms, featuring a walk-in shower

“We believe the *Hyatt Place* guest experience will continue to set the standard for today’s multitasking travelers,” said Robert Habeeb, chairman and CEO of Chicago-based First Hospitality Group, Inc. “With free Wi-Fi access, freshly prepared food available 24/7, state-of-the-art in-room media options and proprietary training that prepares all staff to gracefully handle any task, *Hyatt Place* is equipped with everything today’s traveler needs.”

“When creating *Hyatt Place*, we extensively researched the evolving needs of contemporary travelers to identify the right combination of style, service and amenities,” said Alison Kal, vice president, marketing, Hyatt Hotels & Resorts. “Across the country, guest reactions have been tremendously positive and we’re thrilled to bring the *Hyatt Place* experience to Mishawaka.”

HYATT PLACE SOUTH BEND/MISHAWAKA LEADERSHIP

Hyatt Place South Bend/Mishawaka will be under the leadership of General Manager Sonnie Troyer and Director of Sales Shelia Reed.

In her role, Troyer, an 11-year hospitality industry veteran, will be directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel’s 40 Associates and ensuring guests encounter the purposeful service for which *Hyatt Place* is known.

Troyer will be joined by Shelia Reed, director of sales, who is responsible for representing all that *Hyatt Place* and the South Bend/Mishawaka community has to offer the Michiana traveler.

HYATT PLACE BACKGROUND

Hyatt Place, ranked “Highest in Guest Satisfaction among Mid-Scale Hotel Chains with Full Service” by J.D. Power and Associates, combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.

Hyatt Place was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today’s “24/7 lifestyle,” seamlessly merging personal and professional activities. To help guests achieve this lifestyle, *Hyatt Place* offers a balanced mix of comfortable and functional amenities.

- **Guestrooms:** For work, guests can take advantage of the complimentary Wi-Fi, oversized desk and ergonomic chair in each room. And when it’s time to relax, they can stretch out on the eight-foot Cozy Corner sectional sofa-sleeper and watch their favorite shows on the room’s 42-inch flat panel, high-definition television. Each room’s innovative Hyatt Plug Panel™ also allows guests to connect their own entertainment media to the television, including laptops, MP3 players, DVD players or any other portable device. At bedtime, the signature Hyatt Grand Bed™ ensures guests will enjoy a peaceful night’s sleep.
- **Gallery:** An innovative welcoming arrival area where guests are greeted by a Gallery Host who assists guests with everything from check-in to preparing a freshly made snack, the Gallery offers two self-registration kiosks, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an “e-room” with free access to public computers and a printer with secure print-ahead technology.
- **Mealtime:** Guests at *Hyatt Place* may purchase signature hot breakfast entrées along with Starbucks® specialty coffees

or enjoy a free

continental breakfast. *Hyatt Place* also offers a variety of freshly prepared, café-quality items, including made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host.

· **StayFit@Hyatt:** To help guests stay physically and mentally productive, each Hyatt Place offers a StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment.

In addition to Hyatt Place South Bend/Mishawaka, travelers can also experience *Hyatt Place* in Fort Wayne and two Indianapolis-area locations, Hyatt Place Indianapolis Airport and Hyatt Place Indianapolis/Keystone.

Hyatt Place hotels already open in 120 locations nationwide, including Atlanta, Chicago, Cincinnati, Dallas, Washington, D.C., Houston and Tampa. There will be 130 *Hyatt Place* hotels open by year-end 2008 in key business and leisure markets throughout the country.

About Hyatt Place

Hyatt Place is a new kind of Hyatt for today's relaxed lifestyle. Hyatt Place is ranked *Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service*™ according to the J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Index StudySM. Catering to today's discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers more than 115 locations nationwide and will offer 130 hotels by year-end 2008. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

Hyatt Place received the highest numerical score among mid-scale hotel chains with full service in the proprietary J.D. Power and Associates 2008 North America Hotel Guest Satisfaction StudySM. Study based on responses from 53,453 guests measuring 12 mid-scale hotels with full service and measures opinions of guests who stayed in a hotel May 2007-June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2007-June 2008. Your experiences may vary. Visit jdpower.com.

For further information:

About Global Hyatt Corporation

Amy Patti
Hyatt Corporation
(312) 780-5620
amy.patti@hyatt.com

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