

The new spa in Hyatt at Olive 8 offers a holistic approach to wellness and renewal through environmentally-friendly products and practices

SEATTLE (March 13, 2009) – Ready to refresh Northwest bodies and minds with an all-natural approach to the luxury spa experience, Elaia creates a true connection between spa guests and their environment. Opening today, Elaia's organic and local ingredients have been carefully sourced and vetted to ensure specialty treatments that are both results-driven and eco-friendly. Situated on the second floor of Hyatt at Olive 8 –Seattle's first LEED certified hotel – Elaia offers a serene downtown escape and the ideal setting for a new, natural approach to relaxation and invigoration.

"As an eco-friendly spa, we are 100 percent committed to providing treatments that nurture our bodies, spirits and our planet," said Erica Korpi, Elaia spa director. "Our treatments are comprised of local and organic ingredients, and are all designed to connect guests to the goodness of the earth. Even our name, 'Elaia,' comes from the Greek word for olive and is symbolic of peace, wisdom and resilience—all important principles of the green movement."

By focusing on ingredients and life-promoting properties derived from nature, Elaia provides guests with personalized treatments that work in natural synergy with their bodies and minds. Guests can choose from a selection of holistic treatments that offer complete indulgence and rejuvenation, including:

- **Elaia Olive Therapy** – Experience full body renewal with Elaia's signature 120minute olive exfoliation, wrap and massage treatment. Maximizing this organic resource's moisturizing benefits, Elaia Olive Therapy merges Eastern and Western skin care techniques for intensive relief from the stresses of urban life.
- **Market Fresh at Elaia** – Promoting seasonal inspiration and ingredients, Market Fresh treatments change every season and are based on the natural bounty of Washington State and the Pacific Northwest.
- **Elaia Couples Escape** – This ultimate indulgence for two includes a Market Fresh scrub, a therapeutic bath in the spa's oversized Japanese soaking tub and side-by-side 60-minute Signature or Holistic massages.

Twelve spacious treatment suites – including a couple's suite – provide a relaxing environment for the spa's personalized services. Additionally, Elaia features separate manicure and pedicure rooms and a peaceful relaxation lounge with cityscape views. All spa guests have complimentary access to the spa's private locker rooms, sauna and steam room. In addition, guests are encouraged to take advantage of the 65-foot lap pool and whirlpool featuring a saltwater purification system which eliminates the use of chlorine, as well as a 2,400 square foot StayFit@Hyatt Fitness Center equipped with the latest Life Fitness cardiovascular and strength-training equipment. Yoga classes are also available in the on-site yoga studio.

Almost all of the materials used in the construction of Hyatt at Olive 8, as well as the spa itself – from lumber to paint to shelving – came from environmentally-friendly and renewable resources, including low VOC paint, carpets made from recycled, post-consumer materials and the use of dual flush toilets to reduce water consumption. Having diverted more than 75 percent of construction waste from landfills, Hyatt at Olive 8 reduced its impact on the environment significantly compared to other buildings of its size. The 15,000-square-foot space is the ultimate in modern, eco-friendly elegance.

A Hyatt Pure spa, Elaia joins a worldwide collection of spas that blend harmoniously with their natural surroundings. Drawing from a depth of spa knowledge, the spas of Hyatt Pure create a unique experience inspired by the native cultures of their respective communities. Each spa allows guests to discover natural ingredients, exquisite treatments and unexpected beauty. Elaia's architecture, modern design and calming, serene interior spaces exemplify the trademarks of Hyatt Pure: comfort, tranquility and relaxation.

Reservations for appointments on or after March 13, 2009 and gift certificates are currently available for purchase at www.elaiaspa.com. Gift certificates are also available for purchase at Elaia, located at 1635 8th Ave. within Hyatt at Olive 8.

About Elaia

Located on the second floor of Hyatt at Olive 8, Seattle's first LEED-certified hotel, Elaia is dedicated to eco-friendly practices that minimize the spa's impact on the earth. This new eco-spa replaces traditional ways of thinking with a new standard in luxury bodycare, supporting a true connection between guests, the community and environment in which we live. All of the spa treatments are prepared from carefully sourced organic ingredients, many of which come from surrounding Pacific Northwest. Taking its name from the Greek word for "olive" – a symbol of peace, wisdom and resilience – Elaia upholds the philosophy that to be truly respectful to the human body, we must also be respectful to the earth. For additional information on Elaia, visit www.elaiaspa.com or www.olive8.hyatt.com.

About Hyatt Pure

With a collection of more than 70 unique **Hyatt Pure™** spas across the globe, Hyatt Hotels & Resorts is one of the world's

largest hotel spa operators. Based on indigenous influences and local practices, the design, treatments and ingredients featured at each Hyatt Pure spa draw on current spa knowledge and teachings, rigorous industry research, and the original definition of spa ("*sanitas per aquas*," Latin for "*healing by waters*") to combine water, nature and cultural tradition into distinctive, authentic experiences.

www.hyattpure.com

About Hyatt at Olive 8

A striking addition to the Seattle skyline, the new landmark Hyatt at Olive 8 is the city's first LEED (Leadership in Energy & Environmental Design) certified "green" hotel, achieving silver certification. Codesigned by Seattle architecture firm MulvannyG2 and renowned New York architect Richard Gluckman, the state-of-the-art hotel features striking design elements including a sleek glass façade and one of the city's largest living rooftops. The 346 luxury guest rooms occupy the 39-story building's first 17 floors (condominiums are housed above), and the world-class property offers a range of on-site amenities, including 11,000-square feet of green meeting space, the eco-conscious Elaia spa, a 65-foot lap pool, a 2,400-square-foot StayFit@Hyatt facility, environmentally sound housekeeping and dry-cleaning services, valet parking and 24-hour room service. Additionally, the ground floor is home to Urbane, a 108-seat restaurant and bar serving fresh Northwest cuisine to Seattle residents and guests alike. For additional information about Hyatt at Olive 8 or to make reservations, please visit www.olive8.hyatt.com.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt@*, *Park Hyatt@*, *Andaz™*, *Grand Hyatt@*, *Hyatt Regency@*, *Hyatt Place@* and *Hyatt Summerfield Suites™* brand names and have locations under development on five continents. Hyatt Vacation Ownership, Inc., a Hyatt Hotels Corporation subsidiary, develops and operates vacation ownership properties under the *Hyatt Vacation Club@* brand. As of June 30, 2009, the company's worldwide portfolio consisted of 413 properties. For more information, please visit www.hyatt.com.

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