

## 174-Room Hotel Set to Open in 2011

**CHICAGO, IL – APRIL 13, 2009**– Hyatt Hotels & Resorts and Hersha Hospitality Management today announced they will build a 174-room *Hyatt Place* hotel in Brooklyn, NY. The hotel, expected to open in winter 2011, will be located in downtown Brooklyn on Nevins Street.

“The contemporary design, strong focus on technology and exemplary service make the *Hyatt Place* brand a natural fit for Brooklyn’s vibrant personality,” said Chris Ivy, senior vice president, Hyatt Hotels & Resorts.

“We expect the marriage of location and the *Hyatt Place* brand to create an outstanding product for travelers and residents of Brooklyn,” said Naveen P. Kakarla, executive vice president, Hersha Hospitality Management. “Brooklyn is attracting a record number of commercial and residential owners for its distinct culture, independent art scene and unique heritage, and we look forward to *Hyatt Place* adding to the borough’s landscape.”

The hotel will be just an eight-minute train ride into Manhattan and ideally located near the MetroTech Center, Williamsburg Savings Bank, Brooklyn Academy of Music, Brooklyn Botanical Gardens and South Street Seaport.

In addition to the Nevins Street location, *Hyatt Place* has three other hotels under construction in New York on Manhattan and Long Island.

### **HYATT PLACE BACKGROUND**

*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 casual hospitality with a balanced mix of comfortable and functional amenities.

- **Complimentary** Wi-Fi in the guestrooms and public spaces
- **Complimentary** continental breakfast featuring a variety of fresh fruits, hot and cold cereal, yogurt, breads, Starbucks® coffee and an assortment of juices
- A 42-inch flat panel, high-definition television, an eight-foot sectional sofa-sleeper and the Hyatt Grand Bed™ in every spacious guestroom, which can sleep up to six adults comfortably
- Freshly prepared snacks and breakfast, lunch and dinner entrées, such as waffles, salads, pizza, sandwiches and soup, available around the clock for a nominal price; a Grab ‘n Go case is stocked with sandwiches, salads and bottled beverages for hurried guests

Travelers are raving about *Hyatt Place* hotels already open in more than 130 locations nationwide, including Atlanta, Birmingham, Chicago, Cincinnati, Dallas, Houston, Miami, Orlando, San Antonio, Tampa and Washington, D.C.

### **About Hersha Hospitality Management**

Hersha Hospitality Management currently operates more than 60 hotels in the nation’s leading markets. The company provides turnkey hotel management and asset management for properties with leading brand affiliations, including Hyatt, Marriott, Hilton, Starwood, and Intercontinental Hotel Group, and a newly launched collection of independent boutique hotels. The company’s clients include publicly traded companies, joint ventures, institutional real estate owners and private investors.

### **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 Study<sup>SM</sup>. 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 130 locations nationwide. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit [www.HyattPlace.com](http://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 Study<sup>SM</sup>. 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](http://jdpower.com).

### **Global Hyatt Corporation**

**Global Hyatt Corporation**, headquartered in Chicago, is one of the world's premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 44 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 370 hotels and resorts worldwide under the **Hyatt®**, **Hyatt Regency®**, **Hyatt Resorts™**, **Grand Hyatt®**, **Park Hyatt®**, **Hyatt Place®**, **Hyatt Summerfield Suites®** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club®**. The success of Global Hyatt is driven by the commitment and energy of the thousands of men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting [www.hyatt.com](http://www.hyatt.com).

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For further information:

Amy Patti  
Hyatt Hotels & Resorts  
(312) 780-5620  
[amy.patti@hyatt.com](mailto:amy.patti@hyatt.com)

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