

Prestigious list selected by meetings planners nationwide

CAMBRIDGE, MA (MAY 2009) – Hyatt Regency Cambridge, Overlooking Boston has been named one of the best Hotels and will receive a prestigious **2009 *Successful Meetings Pinnacle Award*** – the mark of excellence for meeting destinations. These organizations have done an outstanding job servicing their meetings, incentive travel programs, trade shows and conventions during the previous year.

2009 marks the 25th year the Pinnacle Awards have recognized Hotels, the 19th year Pinnacle has included the efforts of CVBs and NTOs and the 13th year of Conference Center Awards. The Pinnacle Award earned a reputation as the most credible and prestigious symbol of excellence among meeting planners and hoteliers alike. "With all of the hospitality choices that meeting and event planners have these days, any property that wins a Pinnacle Award is obviously in the highest tier of quality in the hospitality field," said Vince Alonzo, *Successful Meetings'* Editorial Director. "And the best part is that it is planners themselves who are making this distinction, thus giving a credible stamp of approval that others can use when deciding where to host a meeting, incentive, convention, or trade show."

Readers of *Successful Meetings* magazine -- corporate and association executives with meeting planning responsibilities -- registered to become Pinnacle Reviewers via online ballots and gave feedback based on their professional experiences worldwide. Reviews are based on a scale of 1-10 (10 being best) across four categories. The 2009 Pinnacle Award Winners will be listed in the August Pinnacle Registry in print and online at www.successfulmeetings.com/pinnacle.

The four categories for hotels and conference centers:

- Accommodations
- Amenities
- Meeting Facilities and Services
- Food & Beverage

And four unique categories for CVBs and NTOs:

- Area Group Amenities
- Quality/Availability of Information
- Quality/Variety of Services & Facilities
- Service/Responsiveness of Staff

The Pinnacle Awards recognize reader/planner selections of the leading meeting destination venues and support organizations across the United States and internationally. All winners will be listed in *Successful Meetings'* annual Pinnacle Registry, published in August. The award-winning *Successful Meetings* magazine has long been respected for industry innovation and authoritative discussion of meeting, special event, incentive, convention and trade show planning and execution. With the largest industry audience, *Successful Meetings* reaches corporate/sales/marketing executives who plan meetings, meeting professionals and event planners, trade show directors, and association executives who are involved with planning conventions and meetings. For more information on *Successful Meetings*, please visit www.successfulmeetings.com. *Successful Meetings* is owned by Nielsen Business Media, a division of The Nielsen Company.

About Nielsen Business Media

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face.

With 42 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

About Hyatt Regency Cambridge, Overlooking Boston

Hyatt Regency Cambridge completed a \$1.5 million renovation including the atrium lobby, the revitalization of the lobby function space, the recreated courtyard landscaping that adjoins the President's Ballroom, the Riverside Pavilion and the Riverview restaurant. The hotel offers 469 luxurious guestrooms, including 10 suites, offering river views or city views with balconies/patios and accessible rooms available. Plus, complimentary 24/7 Stay Fit Gym with indoor pool and Cambridge shuttle service to local points of interest. Hyatt is situated in historic Cambridge along the scenic Charles River with Boston skyline views, minutes from Boston and Harvard Square. Nearby interests include shopping, dining, sightseeing tours, museums, theatre, sports events and nightlife. For more information about Hyatt Regency Cambridge, call 617-492-1234, 800-233-1234 or visit www.cambridge.hyatt.com.

For further information:

About 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.

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