

□ **SALT LAKE CITY, UT – July 1, 2009** –Hyatt Hotels & Resorts, The Boyer Company and LodgeWorks, L.P. today announce the opening of Hyatt Place Salt Lake City/Downtown/The Gateway, conveniently located in The Gateway, a lifestyle center offering upscale living, dining, shopping and entertainment.

The hotel, which will be managed by LodgeWorks, L.P., offers:

- 128 spacious guestrooms, all of which feature a 42-inch HDTV, the plush Hyatt Grand Bed™ and an eight-foot sectional sofa-sleeper
- Complimentary Wi-Fi access throughout the hotel
- Complimentary continental breakfast featuring a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee and an assortment of juices
- Over 1,000 square feet of meeting space

In addition to The Gateway, which features more than 130 shops and restaurants, the hotel is also a short distance from the local offices of Raytheon, Zions Bank, Deloitte, Northrop Grumman, US Bank, Wells Fargo, Fidelity Investments, Ernst & Young and the Bureau of Land Management.

“We believe the *Hyatt Place* guest experience will continue to set the standard for today’s multitasking travelers,” said Minda Zoloth, general manager. “With free Wi-Fi access, freshly prepared food available 24/7, state-of-the-art in-room media options and a staff specially trained to handle any task gracefully, *Hyatt Place* has 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 enhance Hyatt’s presence in the greater Salt Lake City area and bring the *Hyatt Place* experience to the city.”

#### **HYATT PLACE SALT LAKE CITY/DOWNTOWN/THE GATEWAY LEADERSHIP**

Hyatt Place Salt Lake City/Downtown/The Gateway will be under the leadership of General Manager Minda Zoloth and Director of Sales Heidi Zerr.

In her role, Zoloth, a 13-year hospitality industry veteran, will be directly responsible for overseeing the day-to-day operations of the hotel, including managing the hotel’s 40 staff members and ensuring guests experience the purposeful service for which *Hyatt Place* is known.

Director of Sales Heidi Zerr, an eight-year industry veteran in the Salt Lake City market, is responsible for representing to travelers everything *Hyatt Place* and the Salt Lake City community have to offer.

#### **HYATT PLACE BACKGROUND**

*Hyatt Place* hotels offer authentic Hyatt hospitality in a contemporary, casual environment specially designed for today’s 24/7 lifestyle. Spacious guestrooms feature multiple areas to work and relax and include the Cozy Corner™, a plush eight-foot couch; luxurious Hyatt Grand Bed™; and ergonomic work center. Every guestroom is also equipped with an in-room refrigerator for convenience and a state-of-the-art media center, featuring the Hyatt Plug Panel™, a special connectivity tool that allows electronic devices to plug directly into the 42-inch high definition television.

In the Gallery, the hotel’s public space, guests can socialize or be ‘alone together’ in a relaxed atmosphere. Here, guests find friendly Hyatt Place Gallery Hosts, trained to do everything from give directions to whip up a fresh meal around the clock. Other 24-hour conveniences include a StayFit@Hyatt fitness center; Bakery Café offering Starbucks® specialty coffees, premium wine and beer and baked goods; the Grab ‘n Go case stocked with freshly made sandwiches and salads; and Guest Kitchen, where guests can also find a complimentary continental breakfast served daily. The entrance to the outdoor swimming pool is also located in the Gallery.

Complimentary Wi-Fi access throughout the hotel guarantees guests will remain as connected and productive while traveling as at home or in the office.

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

#### **About Hyatt Place**

Hyatt Place brings the authentic hospitality for which Hyatt is known to the upscale select-service category. Inspired by multitasking travelers’ 24/7 lifestyle, Hyatt Place combines stylish design, practical amenities, forward-thinking technology and

purposeful service so guests can remain connected and productive while traveling. Hyatt Place is a brand of Global Hyatt Corporation that currently offers more than 130 locations throughout the United States. 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).

For further information:

### **About Global Hyatt Corporation**

**Global Hyatt Corporation**, headquartered in Chicago, is one of the world's leading hospitality companies 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 own, manage or franchise more than 380 hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz™**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites™** brand names and have additional locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Global Hyatt** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club®** and **Hyatt Residence Club®** brands. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **About LodgeWorks**

LodgeWorks, L.P., is a privately held hotel development and management company in the midst of an exciting portfolio expansion. Based in the American heartland, the LodgeWorks® team has a rich history as hospitality brand innovators with industry-leading guest satisfaction, sophisticated development acumen, and an experienced team that has successfully collaborated for more than 20 years. Among recent developments, the company has announced AVIA®, a new boutique hotel collection with sophisticated, locally-inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks is also introducing comfortable luxury to the upscale suite category with the innovative refresh of Hotel Sierra® (previously branded Sierra Suites® Hotel). The new brand celebrates contemporary design and unexpected touches of luxury. LodgeWorks is also expanding its portfolio of owned and managed branded hotels including Hyatt Summerfield Suites®, Hyatt Place®, Aloft®, Hawthorn Suites®, and Hilton Garden Inn®. For more information, please visit [www.aviahotels.com](http://www.aviahotels.com), [www.hotel-sierra.com](http://www.hotel-sierra.com) or [www.lodgeworks.com](http://www.lodgeworks.com).

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