

□ **CHICAGO (October 8, 2009)** – Hyatt Gold Passport™ today announced the launch of its most generous promotion ever. ‘The Next Big Thing’ offers Hyatt Gold Passport members a choice between two unlimited rewards - free nights or bonus points - for stays at any of the more than 400 Hyatt properties worldwide now through Jan. 31, 2010. At www.goldpassport.com, members may select their reward preference, which includes:

- Free Nights - One free night award after every two eligible stays; or,
- Bonus Points - 3,000 Hyatt Gold Passport bonus points on every eligible stay, starting with the second stay.

Plus, every stay during the promotional period will count double towards earning elite tier status.

Free night awards have no blackout dates. The free night awards earned during the promotion can be redeemed at any Hyatt property around the world between Oct. 15, 2009 and March 31, 2010. Points may be used toward free nights, upgrades or airline miles.

“‘The Next Big Thing’ allows our most loyal guests to select the award that best fits their travel needs – free nights or bonus points and at the same time accelerate their achievement of Platinum or Diamond status,” said Jeff Zidell, vice president, Hyatt Gold Passport. “We know that both tier status and free nights are important to our guests. As a result, we created this promotion to offer something for both business and leisure travelers.”

Travelers must be Hyatt Gold Passport members and provide their account number at reservation to earn their preferred reward. Visit www.goldpassport.com to get full details on the offer, review terms and conditions of ‘The Next Big Thing’ and program membership, become a Hyatt Gold Passport member, and register earning preference.

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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Katie Rackoff
Hyatt Hotels & Resorts
+1 312 780 5361
katie.rackoff@hyatt.com

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