

ZURICH (March 18, 2010) –Hyatt Hotels Corporation (NYSE: H) announced today that a Hyatt subsidiary and MKC-RosEvroDevelopment LLC signed a management agreement for Hyatt Regency Rostov – Don Plaza. The 220-room hotel in Rostov, Russia will be part of a larger complex located on Bolshaya Sadovaya Street, one of the main streets of Rostov-on-Don. This new international mixed-use development will also comprise of extensive conference facilities, a retail space, and a number of luxurious serviced apartments.

Scheduled to open in the third quarter of 2011, Hyatt Regency Rostov – Don Plaza will include a wide selection of restaurants and bars, a fitness centre, an indoor pool and a spa, as well as extensive meeting and banqueting space with advanced technological features.

Hyatt Regency Rostov – Don Plaza will be the second Hyatt Regency hotel in Russia following the opening of Hyatt Regency Ekaterinburg in 2009, and the third Hyatt hotel in Russia with Ararat – Park Hyatt Moscow being the first Hyatt property in the country.

Hyatt Regency hotels offer a full range of services and dining options tailored to serve the needs of conventions, business travelers or resort vacationers. Hyatt Regency hotels enable all guests – whether they are travelling to work, unwind or gather in celebration – to feel productive and revitalized.

“We are delighted that Hyatt has been selected to provide management services for this hotel in ,” said Gebhard Rainer, managing director for Hyatt Hotels & Resorts in Europe, Africa, and Middle East. “Hyatt will bring a creative and innovative approach to the design of Hyatt Regency Rostov – Don Plaza , and the hotel will further enhance our position in the Russian market, complementing our stylish and successful locations in Ekaterinburg and Moscow.”

“We have chosen Hyatt to provide management services for the hotel due to its position as a globally recognized leader in hospitality and its extensive experience in the industry,” said Igor Gorin, the chairman of Don-Plaza Group and board director of “MKC RosEvroDevelopment.” He added, “We believe our business experience in the southern region will add to the success of the project.”

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in , 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 December 31, 2009, the company’s worldwide portfolio consisted of 424 properties. For more information, please visit www.hyatt.com.

Forward-Looking Statements

Statements in this press release, which are not historical facts, are “forward-looking” statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include statements about our plans, strategies, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, the depth and duration of the current economic downturn; levels of spending in the business, travel and leisure industries as well as consumer confidence; declines in occupancy and average daily rate; hostilities, including future terrorist attacks, or fear of hostilities that affect travel; travel-related accidents; changes in the tastes and preferences of our customers; relationships with associates and labor unions and changes in labor law; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; risk associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry and the markets where we operate; outcomes of legal proceedings; changes in federal, state, local or foreign tax law; fluctuations in currency exchange rates; general volatility of the capital markets and our ability to access the capital markets. A more complete description of these

risks and uncertainties can be found in our filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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