

Brand Launches Sweepstakes Offering Personal Virtual Assistant Services To Help Make the Most of Multitasking Lifestyles

CHICAGO, IL – March 22, 2010 – Balancing personal and professional responsibilities is becoming a losing battle, according to a recent Hyatt Place® study in which 71 percent of respondents agreed that they find it a constant challenge to balance their work and professional life – up from 39 percent in 2006.*

The vanishing divide between work and home was further reinforced by 83 percent of respondents stating that they often take care of work matters from home and 59 percent stating that they often handle personal matters at work. This evolving paradigm indicates the goal should no longer be to achieve balance, but to master a flexible lifestyle, seamlessly shifting between personal and professional responsibilities.

The widespread reach of this “flexstyle” was shown with 62 percent of respondents saying that they are ‘constantly multitasking.’ Furthermore, when working from home, respondents are doing an average of five tasks simultaneously, the most common of which are handling work e-mails while watching television, surfing the Internet and checking a PDA device or text messaging.

Further Evidence of a New Reality

These results are part of ’s second Mindset Study, originally conducted in conjunction with the brand’s 2006 launch to benchmark the needs of multitasking professionals, a group then considered an emerging lifestyle. used the needs of this flexible lifestyle as the brand’s foundation, building its design, service model and amenity offerings to deliver the combination of high-tech and high-touch this segment needs. Now with the opening of its 150th hotel in less than four years, again looked at the same audience to find how its needs have evolved.

In addition to the aforementioned results, the Hyatt Place Mindset Study found that respondents are delegating tasks to save time despite the down economy, suggesting that items once considered splurges are now essential in helping people manage their busy lives. For example:

61 percent have their homes professionally cleaned, up from 56 percent in 2006

48 percent order groceries online, up from 26 percent in 2006

57 percent send out their laundry

“This research shows the multitasking lifestyle we designed for has become prevalent among today’s professionals,” said Gary Dollens, global head, franchise and select operations, Hyatt Hotels & Resorts. “Our guests are busier than ever and provides them with the relaxed environment, technology, and most importantly, friendly, helpful staff they need to remain as productive, connected and comfortable on the road as they are at home.”

Helps to Make it Easier for Americans to Multitask

Knowing the challenges its guests face, is giving individuals the opportunity to win two months of virtual personal assistant services through TaskUs.com.

“Giving individuals the opportunity to win personal assistant services through TaskUs.com is our way of showing ’s commitment to helping our guests with their lengthy to-do lists by providing solutions for the multitasking lifestyle. This service allows someone to delegate routine chores such as making appointments or researching the best cable package, and instead focus on a big project for work or spend quality time with their family,” said Dollens.

To enter the sweepstakes, visit www.HyattPlaceHelps.com. The sweepstakes runs through April 9, 2010 and winners will be announced on April 20, 2010.

Offerings

To cater to this new reality, hotels offer a design and amenities built for flexibility and multitasking, including:

- Complimentary Wi-Fi access
- A staff of specially trained Hosts who can assist guests with all needs
- Made-to-order breakfast, lunch and dinner entrées around the clock
- Spacious guestrooms featuring multiple areas to work and relax

In-room technology, including a state-of-the-art media center that allows electronic devices to plug directly into the 42-inch high definition television, giving guests instant access to the technological amenities they’re accustomed to accessing at home or in

the office.

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, combines stylish design, practical amenities, forward-thinking technology and purposeful service so guests can remain connected and productive while traveling. is a brand of Hyatt Hotels Corporation that currently offers more than 130 locations throughout the . For information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

About TaskUs.com

Utilized by everyone from Fortune 500 companies to busy individuals, TaskUs.com is committed to helping customers simplify their lives. TaskUs.com has a global staff of specially trained agents who take pride in handling a diverse range of tasks with the commitment to quality and attention to detail expected from any business partner. Whether it is creating a presentation, scheduling a doctor's appointment or anything between, TaskUs.com's dedicated team will ensure the job is done right.

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*Sterling Brands conducted an online study among 435 American travelers, ages 25-54, who stayed in hotels 2+ times for business in the past 12 months. The survey was conducted between November 6-30, 2009.

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