

## Former Public Library on Prinsengracht to Become Upscale Lifestyle Hotel

**ZURICH (April 7, 2010)**— Hyatt Hotels Corporation (NYSE: H) announced today that a Hyatt subsidiary, Aedes Real Estate and Marcel Wanders signed agreements for Andaz Amsterdam. Planned for opening in 2012, the 122-room Andaz Amsterdam will be located on the site of the former Public Library on Amsterdam's Prinsengracht and within close walking distance from the city's major attractions. The lifestyle hotel will become part of the rich cultural character of the Jordaan district, home to the city's main modern art galleries. The hotel will be developed by Aedes Real Estate and Marcel Wanders will be responsible for the interior design.

In line with other Andaz branded hotels, Andaz Amsterdam will combine the best of lifestyle and boutique hotels with a contemporary and personal approach. Hyatt will offer its guests an authentic stay in the heart of Amsterdam focusing on an innovative hospitality experience blending personal preferences with attentive and uncomplicated service.

"It will be a design hotel of unparalleled style," said Paul Geertman of Aedes Real Estate. "Together with Hyatt and Wanders, we will create a world class hotel, which will be characterized by style and hospitality. The entire hotel will be developed according to the highest quality standards with a special focus on sustainability. The location of course is marvellous. Only the outside of the original building will be recognizable. Behind the façade a total new development will be created. Andaz Amsterdam will be the first genuine lifestyle hotel in the Netherlands."

"We are proud to introduce Andaz Amsterdam as our first Andaz hotel on the European mainland and Hyatt Hotels & Resorts' first hotel in The Netherlands," said Gebhard Rainer, managing director for Hyatt Hotels & Resorts in Europe, Africa and the . "Amsterdam is a key cultural city in Europe and Andaz Amsterdam will be vibrant yet relaxed, reflecting the unique cultural scene and spirit of the surrounding neighborhood."

"With the signing of Andaz Amsterdam, we are furthering our strategy of entering new markets, including those markets with significant barriers of entry such as the Dutch capital," said Oliver Berger, vice president acquisitions & development for Hyatt Hotels & Resorts in Europe, Africa and the Middle East.

The design concept of Andaz Amsterdam and the stylish allure of the rooms will reflect a modern view on Dutch history and will come to life through the vision of renowned architect and designer Marcel Wanders. Marcel Wanders Studio works on architectural and interior design projects ranging from residences to the hospitality industry. Various designs of Marcel Wanders have been selected for the most important design collections and exhibitions in the world, in places such as the Museum of Modern Art in New York and San Francisco, the V&A Museum in London and the Stedelijk Museum in Amsterdam.

Andaz Amsterdam will feature the Andaz Studio; the hotel brand's meeting facilities, an executive boardroom, a lounge, bar and restaurant as well as fitness and business centers.

### About Andaz

Global in scale while local in perspective, Andaz delivers an innovative hospitality experience blending personal preferences with attentive and uncomplicated service. This unique collection of hotels reflects the personality of each locale, and is dedicated to creating natural and vibrant living spaces where travelers can indulge in their own personal sense of comfort and style. The first property, Andaz Liverpool Street in London launched November 2007, followed by Andaz West Hollywood in January 2009 and Andaz Wall Street and Andaz San Diego in early 2010. Planned openings include Andaz 5th Avenue, Andaz Austin, and Andaz Papagayo in Costa Rica. For more information, please visit [www.andaz.com](http://www.andaz.com).

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 December 31, 2009, the company's worldwide portfolio consisted of 424 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### About Aedes Real Estate

Aedes Real Estate operates across the Netherlands as an independent property developer. We have developed residential accommodation, hotels, office/business premises and specialize in redeveloping complex urban locations. We subsequently tend to keep the projects in our portfolio as investments. Aedes Real Estate contributes to the development and redevelopment of urban areas by investing and focusing on the highest possible quality projects. In our work we deploy all our creativity and professional knowledge of the market, yet always with a view to create sustainable development. Aedes Real Estate takes the project through its entire life cycle, from conception through the completion and subsequent management of property. Besides building the new Andaz Amsterdam, Aedes Real Estate has recently developed several project such as the Westerhuis (offices for the creative industry in the Jordaan), the Professor Tulpstraat (apartments and offices) and the Burgerziekenhuis (hotel with 125 rooms). For more information, please visit [www.aedesrealestate.nl](http://www.aedesrealestate.nl).

## **About Marcel Wanders**

Marcel Wanders grew up in Boxtel, the Netherlands, and graduated cum laude from the School of the Arts Arnhem in 1988. In 1995 he opened his own studio Wanders Wonders, and in 2001 Marcel Wanders Studio based in Amsterdam. His fame started with his iconic Knotted Chair, which he produced for Droog Design in 1996. He is now ubiquitous, designing for leading international companies such as B&B Italia, Puma, Swarovski, Bisazza, Poliform, KLM Royal Dutch Airlines, Flos, Google, Cappellini and Target. In 2001 Wanders co-founded the successful design label Moooi, of which he is the art director. Additionally, Marcel Wanders works on architectural and interior design projects, such as the new Kameha Grand hotel in Bonn, the Mondrian South Beach hotel in Miami, the Villa Moda Flagship store in Bahrain, as well as private residences in Amsterdam, Mallorca and Jakarta. In 2005 he co-founded Lute Suites and has recently partnered with Philippe Starck's and John Hitchcox's design focused property development brand, yoo. Many of Marcel Wanders' designs have been selected for the most important design collections and exhibitions in the world and feature in all leading magazines. In 2006 he was elected International Designer of the Year by Elle Decoration. Marcel Wanders' first solo-exhibition currently features in the Philadelphia Museum of Art: Daydreams.

## **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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<https://stage.mediaroom.com/hyatt2/2010-04-07-HYATT-HOTELS-CORPORATION-AEDES-REAL-ESTATE-AND-MARCEL-WANDERS-ANNOUNCE-SIGNING-OF-ANAZ-AMSTERDAM-SLATED-TO-OPEN-IN-2012>