

Hotel is the First Hyatt in Madison

(April 13, 2010) – Hyatt Hotels & Resorts and LodgeWorks L.P. today announce the opening of Hyatt Place Madison/Downtown, the first Hyatt hotel in Madison, Wis.

Ideally situated in the heart of downtown , the hotel is within walking distance to the University of Wisconsin-Madison campus, , for the Arts, and Monona Terrace Convention Center.

“Madison is home to one of the country’s largest universities, and we are confident Hyatt Place Madison/Downtown will exceed guest expectations,” said Blaze Brigman, area director operations, LodgeWorks L.P. “The Hyatt Place brand offers amenities that travelers appreciate because they are the conveniences that help them live their everyday lives – from free Wi-Fi and other technology to fresh food around the clock.”

Hyatt Place Madison/Downtown offers:

- 151 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
- Nearly 2,500 square feet of meeting space

“The brand is a perfect fit for a campus environment because it was designed for people living a multitasking lifestyle, not just a business traveler or a leisure traveler,” said Gary Dollens, global head, franchise and select operations, Hyatt Hotels & Resorts. “From visiting parents and sports teams to guest lecturers and prospective students, all guests will appreciate the casual hospitality and practical amenities offered at Hyatt Place Madison/Downtown.”

Hyatt Place hotels are specially designed to accommodate today’s lifestyle, offering amenities such as complimentary Wi-Fi access, a StayFit@Hyatt fitness center, a coffee and wine bar serving Starbucks® specialty coffees and premium wine and beer, and the Grab ‘n Go case stocked with freshly made sandwiches and salads. The Guest Kitchen offers made-to-order breakfast, lunch and dinner entrées around the clock, in addition to the complimentary continental breakfast served daily. Specially trained Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Spacious guestrooms feature multiple areas to work and relax and include the Cozy Corner, an eight-foot couch; plush Hyatt Grand Bed®; and ergonomic work center. Every guestroom is also equipped with 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.

Hotel guests may also enjoy ’s nearby , which is lined with restaurants, cafes and shops and connects the University of Wisconsin-Madison with . The hotel is less than six miles from the and the .

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 LodgeWorks L.P.

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, www.hotel-sierra.com or www.lodgeworks.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 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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