

92-room hotel just minutes from downtown Santa Fe

SANTA FE, NM (May 25, 2010)— Hyatt Hotels & Resorts and Rim Hospitality today announce the opening of Hyatt Place Santa Fe, the first Hyatt Place hotel to open in the city.

Hyatt Place Santa Fe offers:

- 92 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
- More than 1,200 square feet of meeting space

Located just five miles from Santa Fe Municipal Airport and downtown Santa Fe, Hyatt Place Santa Fe is located near many local businesses including Wells Fargo, Santa Fe Auto Park, Los Alamos National Labs and New Mexico State Police. The hotel is also situated near some of Santa Fe's best shopping, including Santa Fe Place Mall and the Fashion Outlets of Santa Fe. Additionally, the hotel is a short drive to the Santa Fe Ski Basin, Marty Sanchez Links De Santa Fe and Sangre de Cristo Mountains. A complimentary shuttle is also offered to guests for locations within a five-mile radius.

"We are excited to be Santa Fe's first Hyatt Place hotel, and believe that city residents and travelers will find Hyatt Place Santa Fe worth the wait," said Ray Engelmann, general manager, Hyatt Place Santa Fe. "With easy access to historic downtown Santa Fe and the airport, Hyatt Place Santa Fe will provide business and leisure travelers everything Santa Fe and the surrounding area have to offer."

"Santa Fe is one of the country's largest centers for arts and culture as well as many world-class companies, and we believe the Hyatt Place brand will continue to exceed guest expectations," said Chris Durso, vice president of operations, Rim Hospitality. "We are confident Hyatt Place will meet the needs of this diverse group because the brand offers the amenities that all travelers appreciate, from free Wi-Fi to fresh food around the clock."

HYATT PLACE SANTA FE LEADERSHIP

Hyatt Place Santa Fe will be under the leadership of General Manager Ray Engelmann and Director of Sales Sandra Trujillo.

In his role, Engelmann will be directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel's 25 associates and ensuring guests encounter the purposeful service for which Hyatt Place is known. Engelmann will be joined by Trujillo, director of sales, who will be responsible for providing sales service and support to travelers and meeting planners frequenting the greater Santa Fe area.

HYATT PLACE BACKGROUND

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.

About Rim Hospitality

Formed in 1983, Rim Hospitality is one of the top hotel management companies in the U.S. and Canada. With over 50 properties in the Rim Hospitality portfolio representing full-service, select-service, resort and independent boutique hotels, the company manages more than 5,000 guest rooms, and has more than 3,000 additional rooms in current development. During its history, Rim Hospitality has also directed the complete construction of more than one dozen hotels, and has coordinated and managed major renovation work in scores of other hotel properties.

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, Hyatt Place combines stylish design, practical amenities, forward-thinking technology and purposeful service so guests can remain connected and productive while traveling. Hyatt Place is a brand of Hyatt Hotels Corporation that currently offers more than 150 locations throughout the United States. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.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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