

National contest offers art students a chance to design wine label and win a \$5,000 scholarship

CHICAGO (June 14, 2010) – Hyatt Hotels & Resorts and Folio Fine Wine Partners today announced the **Canvas Artist Series Contest**. Sponsored by Hyatt, and open to art students around the country, the contest gives students with a love and passion for fine art the opportunity to create a signature wine label for Canvas wine bottles beginning in 2011. Additionally, three winners will receive a \$5,000 scholarship to their art schools.

Canvas was created in 2007 by Folio Fine Wine Partners — a wine company owned by the Michael Mondavi family—for Hyatt hotels and resorts throughout the , , and the . Michael Mondavi and his son, Rob Mondavi, Jr., president of winegrowing at Folio Fine Wine Partners, worked closely with Hyatt’s food and beverage team and acclaimed Master Sommelier Andrea Robinson Immer to develop food-friendly, approachable wines that would appeal to the discerning Hyatt customer.

Between June 15, 2010 and Aug. 15, 2010, qualified art students in the may submit an original piece of art depicting the characteristics of one of the three Canvas varietals, which include:

- **Cabernet Sauvignon** – cedar, tobacco, rich dark fruit, and hints of oak and spice.
- **Chardonnay** – pure fruit and toasty oak.
- **Merlot** – pure fruit, toasty spice and rich, ripe tannins.

Judges will select three finalists for each varietal whose art work will be displayed on the Canvas Wines website. Online voting for those labels will take place between Sept. 15 and Oct. 15, 2010. One winner for each Canvas varietal will be selected by Nov. 1, 2010, and the signature wine labels will be introduced to Canvas wine bottles beginning in 2011.

“Hyatt has been very extremely fortunate to work with the Michael Mondavi family and Folio Fine Wine Partners to produce this fantastic line of California wine, Canvas, which has received outstanding feedback from our guests over the last few years,” said Paul Daly, vice president, food and beverage operations, Hyatt Hotels & Resorts. “We are thrilled to launch the Canvas Artist Series and are looking forward to seeing creative entries from talented art students across the country to showcase the wine.”

“The name Canvas represents an art of living, and also refers to the artisanal approach we took when making the wine,” said Michael Mondavi, founder and “coach,” Folio Fine Wine Partners. “We are pleased to reach out to students with the same passion and respect for art to create something special and long-lasting for our wines.”

Recognized as a leading innovator in hotel food and beverage, Hyatt offers its guests three Canvas handcrafted, artisan varietals – Cabernet Sauvignon, Merlot and Chardonnay – bringing added variety and excellence to the Hyatt dining experience.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Begins on 6/15/10 and ends on 8/15/10. Open to legal residents of any 1 of the 50 U.S. states or D.C., who are at least 18 years old and the age a majority in their primary state of residence at the time of entry and who are full time students in an accredited post secondary art program or at an art academy in any 1 of the 50 U.S. or D.C.. Void where prohibited by law. SUBJECT TO FULL OFFICIAL RULES available at www.canvasartistseries.com. There will be 2 Rounds of judging to select the Grand Prize winners. Artwork only will be judged as follows in the 1st round: (1) Originality of creative interpretation of the Varietal Characteristics of Canvas Wines: Cabernet Sauvignon, Chardonnay or Merlot (75%); and (2) How well Entry invokes and inspires the Canvas brand (25%). Based on these criteria, 9 finalists (3 per varietal) will advance to the 2nd round. Finalist entries will be judged as follows in the 2nd round: (1) On-line vote (20%); (2) originality of creative interpretation (as detailed for 1st round judging criteria) (50%); and (3) Originality and appeal of Finalist’s written description of his or her Artwork inspiration and career aspirations (30%). 1 Finalist per varietal category will be selected as a Grand Prize Winner. See full Official Rules for judging/voting process and prize details. ARV of each Grand Prize: \$5000. Except where prohibited by law, each Finalist and Grand Prize winner must be willing to undergo a background check and participate in phone interview(s), photo shoot(s), meeting(s) and/or public appearance(s) to qualify to receive the Grand Prize. Limit 1 entry per person and per email address. Sponsor: Hyatt Corporation: 71 S. Wacker Drive, Chicago, IL 60606

For more information and full contest rules, please visit www.canvasartistseries.com.

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 March 31, 2010, the company's worldwide portfolio consisted of 434 properties. For more information, please visit www.hyatt.com.

About Folio Fine Wine Partners

Founded in 2004 by the Michael Mondavi family, Folio Fine Wine Partners is an importer, fine wine agency and producer of quality wines for the world's premiere and emerging wine regions. Folio provides sales, marketing and public relations services to wine brands from California, Argentina, Italy, Austria, Spain and New Zealand.

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