

□ **CHICAGO (June 14, 2010)** – Hyatt Hotels & Resorts has been recognized as a Top 100 IDEAL™ Employer for undergraduate and MBA students on two of Universum USA's annual surveys. The 15th annual 2010 IDEAL™ Employer Survey asked more than 56,000 undergraduate students in the U.S. to rank top employers, and to answer questions about top industries for entry-level careers, career goals, employer expectations, and salary expectations. For the Universum 2010 IDEAL™ Employer US MBA Rankings, the employer branding firm surveyed more than 5,700 MBA students at 50 leading MBA university programs.

"This recognition by undergraduate and MBA students across the country is a tribute to the Hyatt brand," said Randy Goldberg, vice president of recruitment. "When we visit a campus, our talented recruiters always emphasize the values that define Hyatt and its associates: mutual respect, honesty and integrity, humility, creativity and innovation, and fun." Goldberg added, "Hyatt is dedicated to attracting and retaining a workforce that is motivated to provide a level of service that is excellent, innovative and customer-driven, and reflects the local cultures where we do business. The company strives to be an employer of choice and a preferred business and community ally."

"In 2010, Hyatt has continued to show its strength as an innovative employer, communicating to talent effectively using key social media forums to allow potential hires to feel a direct connection to engage with recruiters and potential managers," said Tracy Lynn Drye, senior vice president of global employer branding, Universum. "A top notch employment offering, paired with effective branding, enabled Hyatt to increase its position among American undergraduates despite the effects the economy took on the hotel industry overall, whereas competing hotels have decreased in their positions."

Hyatt makes more than 60 visits per year to campuses around the country. The company receives approximately 8,000 applicants per year for its undergraduate management program called the Corporate Management Trainee (CMT) program. On average, 90 percent of undergraduate students in the CMT program are placed into a management role at a Hyatt hotel or resort. The CMT program was designed to fill entry-level management roles and is depended upon heavily by hotels for management staffing.

Many graduates of the highly successful CMT program now serve Hyatt in leadership roles, including: Chuck Floyd, chief operating officer, North America operations; Pete Sears, senior vice president, North America operations; and Doug Patrick, senior vice president, North America human resources.

### **How Hyatt Celebrates Its Employees**

Celebrating Our People week, which occurs for one week, every year, recognizes the tremendous service and dedication employees at Hyatt demonstrate each and every day. During the Celebrating Our People week each year, employees at Hyatt hotels and resorts around the world come together to recognize and acknowledge the most important asset to the company – the individuals who work at Hyatt hotels and resorts. This annual event reinforces the Hyatt people first philosophy through various team-based activities and events.

Career opportunities with Hyatt can be found at [www.explorehyatt.jobs](http://www.explorehyatt.jobs).

### **About UNIVERSUM**

UNIVERSUM is The Global Employer Branding Leader. For 20 years Universum has helped companies understand and develop their Employer Brand Image and Employer Value Proposition through research, strategic consulting and media solutions. With presence in 29 countries, Universum is a trusted partner to over 500 clients worldwide including the majority of Fortune 100 companies. [www.universumglobal.com](http://www.universumglobal.com)

### **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](http://www.hyatt.com).

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