

Hyatt Fans Share Travel Photos for a Chance to Win Free Nights

(July 6, 2010) – Hyatt Resorts today announced a new way for guests to win free hotel nights. To kick-off its Best of All Worlds campaign, Hyatt is launching a challenge hosted on the new Hyatt Resorts Facebook page www.facebook.com/HyattResorts – asking fans to demonstrate through an uploaded photo how they experience the “Best of All Worlds” when they travel.

By submitting their photos, five lucky winners will be rewarded with Hyatt Gold Passport® points – enough for a two-night stay at any Hyatt Resort destination worldwide. Participants also have a second opportunity to win Hyatt Gold Passport points when they tag themselves in their submitted photo. The challenge will run from July 6 to July 26, 2010.

Travelers staying at Hyatt Resorts experience the “Best of All Worlds” by enjoying local culture while experiencing the authentic hospitality, thoughtful service and distinctive amenities that each Hyatt Resort offers. Guests can dance the night away and wake up to a scuba lesson, take in a museum followed by a romantic dinner for two at a world class Hyatt restaurant, or get the family together for hula lessons and a sunset sail on the Pacific. The “Best of All Worlds” means something a little different to every traveler and Hyatt wants to find out what it means to its guests.

The Best of All Worlds Challenge gives Hyatt fans the opportunity to select the Hyatt Resort that they would most like to visit and to share a picture of the activity they would most like to do during their stay. A photo of the activity, either taken by the traveler or from the Hyatt Resort activity album on Facebook, must be uploaded to the Hyatt Resorts Facebook page by the fan in order to be entered. Fans can learn more about the challenge and obtain the full rules by visiting the Best of All Worlds tab on the Hyatt Resorts Facebook page.

During the challenge, fans of Hyatt Resorts will have a chance to show their loyalty to a specific Hyatt Resort. Challenge winners will be selected randomly from the entrants of the Hyatt Resort that has the most fans participating.

Visit www.facebook.com/HyattResorts to learn more and for full official rules.

ABBREVIATED RULES. NO PURCHASE NECESSARY TO ENTER OR WIN. The Promotion consists of two Sweepstakes (“Phase I” and “Phase II”). Phase I begins at 9:00:00 AM Eastern Time (“ET”) on 7/6/10 and ends at 6:00:00 PM ET on 7/26/10. To enter Phase I of the Sweepstakes, visit <http://www.facebook.com/HyattResorts>. [1] If you are not already a Facebook fan of Hyatt Resorts, click on the “Like” button to become one; [2] click on the “Best of All Worlds” Sweepstakes Tab during the Promotion period and complete the registration form by providing the information required; [3] select the Hyatt Resort that you would most like to visit from the list provided; [4] attach an eligible color photograph of an activity that you would like to participate in, if you were to stay at a Hyatt Resort; [5] click the submit button. See full rules for photo requirements. Limit one (1) entry per person and per e-mail address during the Promotion Period. Phase II begins at 9:00:00 AM Eastern Time (“ET”) on 7/6/10 and ends at 11:59:59 PM ET on 7/28/10. To be eligible for Phase II, you must have successfully entered Phase I. Each day, the Sponsor will review all submitted photos and post approved photos to the Facebook Fan Page. A status message will be posted on the Fan Page wall encouraging all Phase I Entrants to tag themselves in the photo they submitted. Once a Phase I Entrant has successfully tagged their photo, they will receive one entry into Phase II. Incomplete or inaccurate Entries are void. Open to legal residents of the fifty (50) United States or the District of Columbia who are at least 18 years old as of the date of entry. Phase I random drawing will be conducted on or about July 28, 2010 amongst all eligible entries received from the most popular Hyatt Resort as determined by entrants at time of registration. Phase II random drawing will be conducted on or about 7/8/10, 7/9/10, 7/12/10, 7/14/10, 7/16/10, 7/19/10, 7/21/10, 7/23/10, 7/26/10, and 7/28/10. Phase I: 5 Grand Prizes: Each prize is comprised of 44,000 Hyatt Gold Passport points which equals 1 standard hotel room for 2 nights at any Hyatt Resort. ARV: \$440 each. Phase II: 10 Grand Prizes: Each prize is comprised of 7,000 Hyatt Gold Passport points. ARV: \$70 each. ARV of all prizes offered in both phases of the sweepstakes is \$2,900. All federal, state and/or local income and other taxes, if any, are the winner’s sole responsibility. Potential winner will be required to sign, notarize and return an Affidavit of Eligibility & Release and where legal a Publicity Release within two (2) days of notification, or prize may be forfeited. Subject to additional restrictions contained in the complete Official Rules available at <http://www.facebook.com/HyattResorts>. Sponsor: Hyatt Corporation, .

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

#

Katie Rackoff
Hyatt Hotels & Resorts
+1 312 780 5361
katie.rackoff@hyatt.com

<https://stage.mediaroom.com/hyatt2/2010-07-06-HYATT-RESORTS-LAUNCHES-BEST-OF-ALL-WORLDS-CHALLENGE>