

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

CHICAGO (August 3, 2010)– There are only two weeks remaining to enter the Hyatt Hotels & Resorts and Folio Fine Wine Partners **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 U.S., Canada, and the Caribbean. Michael Mondavi and his son, Robert 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.

Through Aug. 15, 2010, qualified art students in the United States 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 based on the online voting and other criteria, and the signature wine labels will be introduced to Canvas wine bottles beginning in 2011.

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 South Wacker Drive, Chicago, Illinois 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 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.

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.

###

Lori Alexander
Hyatt Hotels & Resorts
(312) 780-5709
lori.alexander@hyatt.com

Susanne Bergstrom
Folio Fine Wine Partners
(707) 256-2731
sbergstrom@foliowine.com

<https://stage.mediaroom.com/hyatt2/2010-08-03-LAST-CALL-FOR-ART-STUDENTS-ONLY-TWO-WEEKS-LEFT-TO-ENTER-HYATTS-2010-CANVAS-ARTIST-SERIES-CONTEST>