

## Hyatt Announces Plans For Approximately 2,000 Hypo-Allergenic Rooms at 125 Full-Service Properties in the U.S., Canada and the Caribbean

**CHICAGO (October 12, 2010)** — Hyatt Hotels & Resorts announced today its plans to purify the guest experience for travelers with the introduction of hypo-allergenic rooms at all of its full service properties in the U.S., Canada, and the Caribbean. Designed for all travelers but especially suited to guests with asthma, allergies and other respiratory sensitivities, the *Respire by Hyatt — Hypo-Allergenic Rooms*, powered by PURE Solutions NA, are designed to eliminate up to 98 percent of airborne viruses and bacteria, as well as pollen and other irritants commonly found in indoor environments.

A nationwide survey found that more than half of all U.S. citizens test positive to one or more allergens, demonstrating the need for hypo-allergenic guestrooms.

More than 60 Hyatt hotels currently offer *Respire by Hyatt* rooms in cities such as New York, Los Angeles, Chicago, San Francisco, Orlando, Atlanta, and Washington, D.C. All other Hyatt Resort, Park Hyatt, Grand Hyatt, Hyatt Regency, Hyatt, and Andaz properties across the U.S., Canada, and the Caribbean will have *Respire by Hyatt* rooms, with most of them available to reserve by the end of 2010. In total, Hyatt plans to have approximately 2,000 hypo-allergenic rooms at 125 full-service properties.

“The well-being of our guests is a top priority, and with the new *Respire by Hyatt* rooms, we are able to offer travelers another way to wake up feeling refreshed and ready to take on the day,” said Tom Smith, vice president of rooms, Hyatt Hotels & Resorts. “*Respire by Hyatt* is a simple, but empowering initiative that we are pleased to provide to our guests.”

“The decision by Hyatt to offer hypo-allergenic rooms across several of its brands sets a new standard for service that we are proud to stand behind,” said Brian Brault, CEO, PURE Solutions NA. “We are delighted to be a part of this impressive effort that allows us to create a unique clean air environment for guests without sacrificing the comfort of the hotel room.”

### ***Respire by Hyatt — Hypo-Allergenic Rooms Purification Process***

The *Respire by Hyatt* room concept utilizes PURE’s state-of-the-art purification techniques. Each hotel room is treated comprehensively to minimize allergens and irritants from all surfaces and fabrics. Additionally, all mattresses and pillows are encased in a protective hypo-allergenic covering. The air in the room is continuously circulated through a medical grade purifier, filtering out up to 99 percent of impurities. The room is maintained and re-certified every six months. For Hyatt guests, this means the air in *Respire by Hyatt* rooms on average is 10 times more pure than outside air due to lower particulate counts. For more information, please visit [www.respire.hyatt.com](http://www.respire.hyatt.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 June 30, 2010, the Company’s worldwide portfolio consisted of 445 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **About PURE Solutions NA**

PURE Solutions’ innovative system for hotels and conference centers provides PURE rooms, an allergy-friendly room which results in indoor environments that have been treated to remove up to 98% of bacteria and viruses. The PURE room concept utilizes state-of-the-art purification techniques whereby each room is treated comprehensively to remove allergens and irritants from all surfaces, fabrics and air flow. PURE Solutions received the 2008 Innovator Award from The School of Hotel Administration at Cornell University. For further information, on PURE Rooms call toll-free 877-787-7666 or log on to [www.pureroom.com](http://www.pureroom.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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