

Travelers Honor Hyatt with Best Hotel Elite Program for The Americas and Middle East/Asia/Oceania, as well as the Loyalty Leadership Award

□ **CHICAGO (November 10, 2010)** – Hyatt Hotels & Resorts announced today that Hyatt Gold Passport received three honors at the first annual Frequent Traveler Awards. The awards include Best Hotel Elite Program for The Americas, Best Hotel Elite Program for the Middle East/Asia/Oceania, and the Loyalty Leadership Award.

The Frequent Traveler Awards represent excellence in frequent travel programs worldwide, and winners for most categories were determined through a public vote. More than one million people from 200 countries worldwide participated, casting online ballots for their favorite programs and campaigns for 2009 in one of three global regions.

“We are thrilled and honored to be recognized for our investment in the Hyatt Gold Passport program,” said Jeff Zidell, vice president of Hyatt Gold Passport. “We firmly believe that our program delivers a differentiated guest experience by embracing the spirit of authentic hospitality, which makes Hyatt special for all of our guests.”

The Loyalty Leadership Award was determined by editorial decision and honors the programs or individuals that influenced or had a significant impact on the loyalty industry. Hyatt Gold Passport was selected for the award based on the introduction of confirmed suite upgrades, which gives Diamond members the benefit they want most when they travel.

“We honor Hyatt Gold Passport for its innovation, forward thinking and added benefits to the customer,” said Tommy Danielsen, president of the Frequent Traveler Education Foundation.

To learn more about the Frequent Traveler Awards, or to see a full list of winners, visit www.ftawards.com. For more information about the Hyatt Gold Passport program visit www.goldpassport.com, call 1-800-51-HYATT, or visit www.facebook.com/hyattgoldpassport.

About the Frequent Traveler Awards

The Frequent Traveler Awards represent excellence in frequent travel programs worldwide, rating the best frequent flyer and frequent guest programs. The Frequent Traveler Awards are voted on by frequent travelers worldwide, allowing them to rate airline and hotel programs from their point of view. The merits of what each program offers determine the winners. Frequent flyer and frequent guest programs from around the world compete in six categories. Voters select programs in one of three global regions: The Americas, Europe and Africa, and the Middle East and Asia/Oceania.

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 September 30, 2010, the Company’s worldwide portfolio consisted of 447 properties. For more information, please visit www.hyatt.com.

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