

## Hotel will be Hyatt's first select service property in Europe

**CHICAGO (March 7, 2011)** – Hyatt Hotels Corporation (NYSE: H) and HILLGATE Properties NV, a leading Dutch real estate developer, announced today that a Hyatt affiliate has entered into an agreement with an affiliate of HILLGATE Properties NV, for the operation of a Hyatt Place hotel in the Netherlands, near Amsterdam's Schiphol airport. Once completed in mid-2013, the property will be the first Hyatt Place hotel to open in Europe and will mark the introduction of Hyatt's select service brands to the European Community.

Hyatt Place Amsterdam Airport, with 330 rooms, will be located in Hoofddorp, within close proximity to Amsterdam Schiphol airport and will be easily accessible from the motorway A4/A5, which connects The Hague, Rotterdam and Amsterdam. It will be 12 kilometers from Amsterdam RAI, the main international exhibition and congress centre in northwestern Europe. Hyatt Place Amsterdam Airport will further benefit from the nearby Hoofddorp railway station, which provides regular services to and from Amsterdam Schiphol airport, Amsterdam Zuidas (South Axes), Amsterdam RAI and the city's main station, Amsterdam Centraal.

"Hyatt Place Amsterdam Airport will be the first Hyatt Place branded hotel in Europe and Hyatt is delighted to be working with HILLGATE Properties on this important brand introduction in such a significant gateway city and market," said Stephen G. Haggerty, global head of real estate and development for Hyatt Hotels Corporation. "Introducing our select service brands in Europe, which is the destination of more than 50% of international travellers, is key to our growth strategy and we are confident that the Hyatt Place experience will have the same appeal to travellers in Europe as it does in the U.S."

"We are proud to develop the first Hyatt Place Hotel in Europe. The Hyatt Place concept is unique, and we are convinced that this will be a very successful hotel serving the Amsterdam airport market," said Johan Poort, managing director of HILLGATE Properties N.V.

Launched in 2006, today there are more than 160 Hyatt Place hotels in the U.S. and more than 30 under development throughout the U.S., India, Panama and Costa Rica. Hyatt Place brings to the upscale select-service hotel category the authentic hospitality for which Hyatt is known. Hyatt Place Amsterdam Airport will be the second Hyatt property to open in Amsterdam and the Netherlands, following the expected opening of Andaz Amsterdam in 2012.

Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with forward-thinking technology and purposeful service. Hyatt Place hotels feature complimentary Wi-Fi access, complimentary continental breakfast, a StayFit@Hyatt fitness center, a coffee and wine bar serving specialty coffees and premium wine and beer, and a Grab 'n Go case stocked with freshly made sandwiches and salads. Guest Kitchens offer made-to-order breakfast, lunch and dinner entrées around the clock. Specially trained hosts offer assistance with everything from directions to check-in to a freshly made meal.

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 on six continents. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses as **Hyatt Residences™** and **Hyatt Vacation Club@**, which is changing its name to **Hyatt Residence Club™**. As of December 31, 2010, the company's worldwide portfolio consisted of 453 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### ABOUT HILLGATE Properties NV

HILLGATE Properties is active in real estate development in both the Netherlands and abroad, with projects including office, residential, industrial and hospitality real estate development, working on both new-built projects and redevelopments, in an environmental friendly way.

### 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 rate and pace of economic recovery following the economic downturn; levels of spending in business and leisure segments 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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<https://stage.mediaroom.com/hyatt2/2011-03-07-Hyatt-and-Hillgate-Properties-Announce-Plans-for-Hyatt-Place-Amsterdam-Airport>