

New global campaign and promotion shows travelers that points are possibilities waiting to happen

□ **CHICAGO (April 1, 2011)** – [Hyatt Gold Passport®](#) today announced a new global campaign and promotion, which encourage members to use their points as opportunities to explore the world.

The global campaign reinforces the loyalty of Hyatt Gold Passport to its members and is focused on making travel a reality for members earning and redeeming points. The campaign creative, which will run in print and online media, as well as through an interactive “Possibilities” tab on the [Hyatt Gold Passport Facebook page](#), will help bring to life the notion that points are so much more than just points; rather they are endless possibilities waiting to happen.

To introduce the global campaign, Hyatt Gold Passport today launched a global promotion, which runs through June 30, 2011 and allows Hyatt Gold Passport members to earn 10,000 Hyatt Gold Passport bonus points after every five eligible nights at any Hyatt hotel or resort worldwide, plus an additional 5,000 bonus points for every two nights thereafter up to a maximum of 60,000 bonus points. There are no blackout dates for redemption at Hyatt Hotels & Resorts, and the bonus points can be used for free nights, upgrades, miles and more.

“We are very excited to be launching our first global campaign of the year, and we are focused more now than ever on demonstrating loyalty to our members and showing them that Hyatt Gold Passport is a vehicle for making travel possibilities a reality,” said Jeff Zidell, Vice President of Hyatt Gold Passport. “At the heart of Hyatt Gold Passport is our members, and we’re hoping that through this campaign, we can provide them with the exciting travel possibilities that they deserve.”

How to Participate in the Promotion:

To earn thousands of Hyatt Gold Passport bonus points, travelers must:

- Be a Hyatt Gold Passport member;
- Register for the promotion online at www.goldpassport.com/possibilities;
- Stay five eligible nights to earn 10,000 Hyatt Gold Passport bonus points, plus every two nights thereafter, members earn an extra 5,000 points through June 30, 2011; and
- Provide their Hyatt Gold Passport account number at the time of reservation and check-in.

Members can earn a maximum of 60,000 bonus points under this promotion. For full details, including terms and conditions, visit www.goldpassport.com/possibilities. Travelers interested in becoming a Hyatt Gold Passport member can enroll online at www.goldpassport.com, by phone (1-800-51-HYATT), or at the time of check-in at any Hyatt hotel or resort worldwide.

Picture the Possibilities Sweepstakes:

Your vacation possibilities are endless with Hyatt Gold Passport. To help provide even more opportunities to discover the world, Hyatt Gold Passport has launched the “Picture the Possibilities” Sweepstakes on the Hyatt Gold Passport Facebook page.

The sweepstakes will run during the promotional period and will award one entrant every Friday with 5,000 Hyatt Gold Passport points, helping travelers get one step closer to making their travel possibilities a reality.

To participate in the “Picture the Possibilities” sweepstakes, or to learn more about the Hyatt Gold Passport promotion, visit the [Hyatt Gold Passport Facebook page](#).

NO PURCHASE NECESSARY. Open only to residents of U.S. and Canada (excluding Quebec) who are at least 18 years of age. Contest drawings will be held on 4/8, 4/15, 4/22, 4/29, 5/6, 5/13, 5/20, 5/27, 6/3, 6/10, 6/17, and 7/1. One winner will be randomly selected in each drawing from all entries received prior to drawing. Each winner will receive 5,000 Hyatt Gold Passport points (ARV \$120; ARV of all prizes \$1,440). Odds depend on number of entries. Sponsor: Hyatt Corporation, 71 S. Wacker Dr., Chicago, IL 60606. To enter and for full Official Rules, visit the [Hyatt Gold Passport Facebook Page](#).

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 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 **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 in 45 countries. For more information, please visit www.hyatt.com.

#

Jamie Zimmerman
Hyatt Hotels & Resorts
+1 312 780 6070
jamie.zimmerman@hyatt.com

<https://stage.mediaroom.com/hyatt2/2011-04-01-HYATT-GOLD-PASSPORT-HELPS-ITS-MEMBERS-DISCOVER-THEIR-TRAVEL-POSSIBILITIES>