

## POM Wonderful Presents: The Greatest Movie Ever Sold

□ **CHICAGO (April 20, 2011)** – [Hyatt Hotels & Resorts](#) announced today its official sponsorship of *POM Wonderful Presents: The Greatest Movie Ever Sold*, produced by boundary-pushing Oscar®-nominated filmmaker Morgan Spurlock, and opening in select theatres nationwide April 22, 2011. The film was an Official Selection of the Sundance Film Festival 2011, the Miami International Film Festival 2011, and the SXSW Film Festival 2011.

The film, which will be released by [Sony Pictures Classics](#), explores the world of product placement, marketing and advertising, and was fully financed through product placement from various brands, each of which, including Hyatt, are integrated transparently into the film.

Commenting on Hyatt's involvement in the film, John Wallis, global head of marketing and brand strategy for Hyatt Hotels & Resorts, said, "Old marketing models are being turned upside down. We constantly challenge ourselves to present the Hyatt brand and its values in innovative ways that make consumers take notice."

"Every day guests make Hyatt hotels an integral part of their important life events – once-in-a-lifetime trips, weddings, and make-or-break meetings – as well as everyday business travel and weekend getaways. We saw this film as an opportunity to showcase the Hyatt experience that has led people to choose Hyatt hotels for their travel for more than 50 years."

[Hyatt Regency Century Plaza](#) in Los Angeles, [Andaz 5th Avenue](#) in New York, and [Grand Hyatt Sao Paulo](#) in Brazil are featured in *POM Wonderful Presents: The Greatest Movie Ever Sold*. Spurlock also experiences the benefits of the [Hyatt Gold Passport®](#) program as a Diamond member, and a humorous Spurlock-produced (:30) commercial shot in [Grand Hyatt New York](#) is integrated into the film.

With humor and insight, the film unmask the marketing process to bring audiences behind closed doors directly into the pitch meetings and marketing presentations which ultimately inform everyday entertainment decisions. Sponsors were provided with brand category exclusivity. Each of the brands represented in the film, including Hyatt, have sponsorship arrangements with Spurlock.

"I felt the best way to examine the ever-growing debate of brand integration in film and television was to make a non-fiction film that openly uses brand integration to tell the story," said Spurlock. "The idea was to do the same type of advertising, giveaways and cross-promotion for a documentary that big summer blockbusters do, to create a 'docbuster,' and to try to retain total creative control along the way."

Joining Hyatt as official sponsors are well known brands including title sponsor POM, JetBlue Airways, Sheetz Convenience Stores, Merrell Shoes, Amy's Kitchen, THAYERS Natural Remedies, Seventh Generation, Ban® Deodorant, MovieTickets.com, CARRERA Sunglasses/Solstice Sunglass Boutique, The Original Mane 'n Tail, Old Navy, and Aruba Tourism Authority, marking Aruba as the movie's official vacation destination.

*POM Wonderful Presents: The Greatest Movie Ever Sold* is directed by Morgan Spurlock, written by Spurlock and Jeremy Chilnick, and produced by Spurlock, Chilnick and Abbie Hurewitz through Spurlock's production company, Warrior Poets, along with Snoot Entertainment's Keith Calder and Jessica Wu, who produced.

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](http://www.hyatt.com).

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