

## 100-Room hotel located in the heart of Riverhead

**RIVERHEAD, NY (July 6, 2011)**– Hyatt Hotels & Resorts and American Resort Management today announced the opening of Hyatt Place Long Island/East End situated along the Peconic River and offering a refreshing new choice for business and leisure travelers alike.

Hyatt Place Long Island/East End offers a unique experience for guests as it is adjacent to the world-renowned Long Island Aquarium, the Long Island Exhibition Center, which features the new exhibit, Butterflies!, and Atlantis Banquets and Events, with nearly 20,000 square feet of flexible and unique function space.

“Hyatt Place Long Island/East End is located in a very desirable area, and we’re looking forward to creating a positive travel experience for each and every guest that walks through our doors,” said Richard Coleman, senior vice president of operations & business development for American Resort Management. “Hyatt Place was designed for a lifestyle, not a demographic, and as a result, we are confident that everyone from business travelers to beachgoers will appreciate the open, intuitive design, casual atmosphere and practical amenities, such as free Wi-Fi and 24-hour food and beverage availability.”

Hyatt Place Long Island/East End is ideally located in the downtown Riverhead business district, close to several large companies including Motorola, Computer Associates and Brookhaven National Laboratory, as well as the Suffolk Supreme Court and the Suffolk County Court Complex. The hotel is the perfect location for leisure tourism with easy access to myriad East End attractions, including the Long Island Wine Region, Tanger Outlet Mall, the Long Island Railroad Museum, the Riverhead Raceway, the Hamptons beaches, several top golf courses, and a variety of other leisurely outdoor spots.

Hyatt Place Long Island/East End offers:

- 100 spacious guestrooms, all of which feature a 42-inch HDTV, the plush Hyatt Grand Bed® and an eight-foot sectional sofa sleeper
- Complimentary Wi-Fi access throughout the hotel
- Complimentary continental breakfast featuring a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee and an assortment of juices
- 24/7 Guest Kitchen serving made-to-order snacks and entrees
- Intimate Bakery Café featuring specialty coffees, premium beers, wines and cocktails.
- The Sea Star Ballroom, which is slated to open in fall 2011 and is located between the hotel, the Long Island Aquarium and the Long Island Exhibition Center; it will feature 5,300 square feet of flexible meeting space and banquet space adjacent to the changing exhibition gallery two stories high
- Direct access to the Long Island Aquarium, which offers shark dives, snorkeling, boat tours, salt marsh explorations, a giant octopus, daily Sea Lion shows, and the Western Hemisphere’s largest all-living Coral Reef display.

“We are very excited to bring Hyatt Place to such a vibrant community that serves as a major hub for summer travelers and home to many unique attractions and recreational activities,” said Steve Shauger, general manager of Hyatt Place Long Island/East End. “We are confident that Hyatt Place will bring a new standard to the area and will offer guests a seamless travel experience while away from home.”

### HYATT PLACE LONG ISLAND/EAST END LEADERSHIP

Hyatt Place Long Island/East End is under the leadership of General Manager Steve Shauger and Director of Sales Tony Cotignola. In his role, Steve Shauger is directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel’s 30 associates and ensuring guests encounter the purposeful service for which Hyatt Place is known. Mr. Shauger is joined by Tony Cotignola, director of sales, who is responsible for providing sales service and support to travelers and meeting planners frequenting the Riverhead area.

### BACKGROUND

Hyatt Place brings the authentic hospitality for which Hyatt is known to the upscale select-service category of hotels. Inspired by multitasking travelers’ 24/7 lifestyle, combines stylish design, practical amenities, forward-thinking technology and purposeful service so guests can remain connected and productive while traveling. Features include complimentary Wi-Fi access, a StayFit@Hyatt fitness center, a coffee and wine bar serving specialty coffees and premium wine and beer, and the Grab ‘n Go case stocked with freshly made sandwiches and salads. The Guest Kitchen offers made-to-order breakfast, lunch and dinner entrées around the clock, in addition to the complimentary continental breakfast served daily. Specially trained Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

### About Hyatt Place

Spacious guestrooms feature multiple areas to work and relax, and include the Cozy Corner, an eight-foot sectional sofa sleeper; plush Hyatt Grand Bed; and ergonomic work center. Every guestroom is also equipped with a state-of-the-art media

center that allows electronic devices to plug directly into the 42-inch, high-definition television, giving guests instant access to the technological amenities they're accustomed to accessing at home or in the office.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 150 locations throughout the . For information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit [www.HyattPlace.com](http://www.HyattPlace.com).

### **About American Resort Management**

American Resort Management, LLC is a rapidly growing full service hospitality management & hotel development company with several new hotels under development. American Resort Management, LLC's concentration is on the development and the long term management of; select and full service hotels, indoor water park resorts, outdoor water parks, family entertainment centers and franchised & independent restaurant concepts. American Resort Management, LLC achieves positive results from a "hands-on" management style that focuses on the guest experience. Driven by success, our focus is to providing excellence resulting in measurably higher returns. We operate our projects to the highest standards in the hospitality industry. Our aim is clear: to establish strong, profitable operations by providing well-maintained facilities staffed by friendly, well-trained individuals who embrace our commitment to exceeding our guests' expectations each stay.

American Resort Management, LLC is an approved operator of facilities featuring brands from industry leaders such as Hyatt Summerfield, and Hyatt Place, Starwood, Hampton Inn, IHG and various other flags.

### **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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