

□ **CHICAGO (February 14, 2012)** – Hyatt Hotels & Resorts announced today that Avia at Long Beach, located in the heart of downtown Long Beach, in Los Angeles County, has officially changed its name to Hyatt The Pike Long Beach.

Strategically located in the center of the city, Hyatt The Pike Long Beach is steps from all of the Long Beach's major attractions, including waterfront dining and shopping, the Long Beach Convention and Entertainment Center and the renowned Aquarium of the Pacific.

The hotel's 138 well-appointed rooms and suites offer contemporary luxury and boutique style amenities like oversized walk-in showers and waterfall shower heads, Italian coverlet linens, and DEAN & DELUCA® snacks. All rooms have modern furnishings and custom lighting; in-room laptop safes, cordless telephones, MP3 docking stations, alarm clock radios, and soothing sound machines. Other modern touches include in-room Cuisinart®, Two –to-Go Coffeemakers, flat panel televisions, and roomy work stations with ergonomic chairs.

Hyatt The Pike Long Beach offers three on property dining options including daily in –room dining. The hotel's signature restaurant, **Bay Street Kitchen** and its farm to table philosophy create an atmosphere that is relaxed and ever changing, as its menus adapt to the seasonality of California's local produce.

Open daily from 4:00pm, **Bay Street Bar** is one of Southern California's premier destinations for socializing and offers indoor and open-air courtyard seating. Locals and guests alike enjoy wines by the bottle, glass or flight; contemporary and classic cocktails; handcrafted and artisan brews and lagers; and a generous small plates menu that encourages communal eating and sharing.

Hyatt The Pike Long Beach's **Rooftop 360°** provides sensational city views, poolside lounge seating and cabanas, live weekend entertainment, full bar, lite fare and bottle service. Open Fridays at 4:00pm; Saturdays at 11:00am; and Sundays at 12:00pm, **Rooftop 360°** is open to 21 and over.

With five distinct meeting and event rooms, offering nearly 6,000 square feet, Hyatt The Pike Long Beach is the perfect venue for a variety of business and social functions -- from board luncheons, wedding ceremonies and executive retreats, the hotel's professional and experienced staff will ensure that events are successful and memorable. Complete audiovisual services are available, plus innovative personalized menus and group guestroom rates upon request.

"We are thrilled to become Hyatt The Pike Long Beach," said Steven Terrebonne, general manager, Hyatt The Pike Long Beach. "On behalf of all of our associates, we are more committed than ever to providing our guests with a memorable, distinctive experience."

Located 20 minutes from Long Beach Airport, 35 minutes from Los Angeles International Airport and 40 minutes from Orange County/John Wayne Airport, Long Beach is the gateway to Orange County, California's renowned Pacific shoreline and famous beaches. Long Beach boasts access to world-class dining, golf, museums, sailing, live entertainment, outdoor sports, and arts and culture.

"Hyatt The Pike Long Beach is a terrific addition to our portfolio and we look forward to bringing Hyatt's authentic hospitality to the people and visitors of the Southern California area," said Jordan Meisner, Senior Vice President of Field Operations for Hyatt. "We believe the Hyatt brand and marketing infrastructure will attract a combination of both leisure and business travelers to the area."

For more information or to book reservations at Hyatt The Pike Long Beach, please visit [www.hyatt.com](http://www.hyatt.com) or call 1-800-233-1234.

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 house™** brand names and have locations on six continents. **HYATT house** is changing its brand identity from **Hyatt Summerfield Suites®**. **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 September 30, 2011, the Company's worldwide portfolio consisted of 478 properties in 45 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

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