

New housewarming initiative celebrates launch of HYATT house brand and provides expert advice, activities and products to help travelers keep their real life routines rolling on the road

CHICAGO (March 13, 2012) – *HYATT house*™ today announced its new housewarming initiative, a national celebration designed to make guests feel more like residents. The program kicks off with 53 days of housewarming where guests will be welcomed to all 53 *HYATT house* properties with fun festivities, housewarming party favors and the chance to win an exclusive housewarming gift valued at more than \$1,000, curated by *HYATT house* spokesperson, Sara Kate Gillingham-Ryan, co-founding Editor of Apartment Therapy, founding Editor of TheKitchn.com and author of *Good Food to Share*. For the first time, Gillingham-Ryan is bringing her lifestyle expertise on the road with customized tips, tools and recipes to show guests how to live more comfortably while traveling. The *HYATT house* housewarming initiative celebrates the distinctive new hotel concept, which is not just a place where guests can stay, rather a place where they can live.

“*HYATT house* represents a contemporary, comfortable environment, and our housewarming initiative, along with our partnership with a lifestyle expert like Gillingham-Ryan, is an industry first that sets us apart and shows our innovative approach to this brand’s expansion,” said Kristine Rose, vice president of select brands for Hyatt Hotels & Resorts. “Having a place like *HYATT house* for travelers is key; it allows them to enjoy amenities that are so important while on the road -- like spacious kitchen suites with separate living spaces, a 24/7 exercise room, a guest market, complimentary hot breakfast, free Wi-Fi and more – providing everything they could possibly need, all under one roof.”

About the 53 Days of Housewarming

As a part of this initiative, Gillingham-Ryan and *HYATT house* have created a hotel handbook that every guest will receive upon check-in during the 53 days. This how-to guide includes great tips and tricks for making life on the road more comfortable, along with recipes from Gillingham-Ryan’s recently released book, *Good Food To Share*, all which can be prepared from the comfort of a *HYATT house* kitchen suite. Other on-property festivities include fresh baked cookies each night, an additional housewarming party favor for guests and an exciting sweepstakes at each property to win Sara Kate Gillingham-Ryan’s ultimate housewarming prize pack filled with must-have items that will allow guests to feel both connected and relaxed while traveling.

Hints From Home

For guests looking to live at *HYATT house* and not just stay at a hotel, Sara Kate offers the following tips to keep you feeling right at home:

Buy yourself flowers at a local deli, florist or roadside stand, especially if you’re staying for more than a day or two. Herbs in a pot or your favorite violets on the counter or by the window will add color and life to your room, making it feel much more like home. If you don’t want to pack or buy a vase, consider using the glass pitcher in your *HYATT house* suite, or use that empty milk jug or jar of jelly you were going to throw out.

Travel can be stressful, even if it’s for pleasure. Do one extra thing for yourself that you wouldn’t normally do, like drinking your favorite beer while watching the game, meditating for a few minutes or watching the sunrise. You might be surprised, but doing something out of the ordinary while on the road just might make you feel more like yourself!

Get exercise. Ironically, travel can be sedentary, so make sure to move your body. With the spacious living rooms and flat panel TVs at *HYATT house*, you have the perfect setup to work out with your favorite workout DVD or get in that morning Pilates or Yoga routine. Keeping your workout consistent, even while on the road will help keep you energized throughout the day.

“When I’m on the road either for work or with my family, keeping my routine intact helps me feel relaxed. *HYATT house* has everything I need to do that – from a kitchen to prepare a great meal, to a gym to get a workout in, to unwinding with a great book on a cozy sofa after a long day,” said Gillingham-Ryan. “As a traveling mom and business woman, finding a hotel that provides the warmth, amenities and comforts that you would find in your own home, like *HYATT house*, is truly a valuable asset, whether you’re on road for three days or 30 days.”

HYATT house housewarming Prize Pack

At each of the 53 *HYATT house* properties during the 53 days of housewarming, Gillingham-Ryan has created a limited edition housewarming prize pack valued at more than \$1,000. The exclusively curated pack is filled with relaxing scents, luxurious

home goods and even the new iPad HD. During the 53 days, anyone 18 and over can drop an entry form at the front desk for a chance to win. Visit hyatthouse.com/housewarming for more details.

There are 53 separate sweepstakes with one randomly selected winner in each sweepstakes winning a prize with an approximate retail value of \$1,054. No purchase is necessary to enter or win. Entry closes on May 3, 2012, and full rules are available at each hotel's front desk.

HYATT house Travel Confidential Contest

HYATT house is offering consumers the chance to win a trip to any HYATT house of their choice with up to nine friends, including round-trip transportation and an exclusive HYATT house party by inviting them to share their top travel secrets for how they make themselves feel at home on the road. So whether it's wearing bunny slippers around the kitchen suite or chugging a glass of chocolate milk after midnight, participants are invited to share their travel secret at www.facebook.com/hyatthouse for a chance to win.

No purchase necessary to enter or win. Open to U.S. residents who at least 21 and age of majority and have a Facebook account. To enter, submit a statement of 60 words or less regarding tips on how to relax when traveling between 12:00:00 a.m. (ET) on 3/12/12 and 11:59:59 p.m. ET on 5/14/12 on the Hyatt House application on the Hyatt House Facebook page. Ten (10) finalists will be judged equally on creativity, originality, and applicability to theme. Finalists receive no prize. One (1) winner will be selected from the finalists by reapplying the same criteria. Winner will receive accommodations at any available Hyatt House in the U.S., airfare, and one dinner for winner and nine (9) guests (Total ARV: \$10,000). Not sponsored, endorsed, administered or associated with Facebook. Void where prohibited by law. For full rules, visit the contest application on the Hyatt House Facebook page. Sponsor: Hyatt Corporation, 71 S. Wacker Dr., Chicago, IL 60606.

About HYATT house

HYATT house hotels are upscale all-suite, residential-style hotels offering travelers spacious studios, one and two-bedroom Kitchen Suites or Traditional Guestrooms ideal for any length of stay. Kitchen Suites feature a fully equipped kitchen; spacious living room with flat-panel TV; and bedroom with a comfortable bed with ultra-plush pillows. HYATT house features a 24/7 guest market, 24-hour Workout Room, complimentary hot breakfast buffet, evening socials or H BAR happy hours, and even laundry facilities – all of which contribute to allowing guests to keep their real-life routines rolling while on the road. HYATT house was recently named one of the 10 Best Hotel Chains for Families by Parents Magazine. Chosen amongst more than 70 hotels chains, HYATT house was recognized for its convenient, functional, and family-friendly amenities, with separate parent and child sleeping areas topping the list.

To learn more about the HYATT house housewarming or to book a reservation, visit www.hyatthouse.com/housewarming or call 866-XS-HYATT (866-974-9288).

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™** brands. **Hyatt House** changed its brand identity from **Hyatt Summerfield Suites@** and **Hotel Sierra** in 2012. **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, 2011, the Company's worldwide portfolio consisted of 483 properties in 45 countries. For more information, please visit www.hyatt.com.

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, general economic uncertainty in key global markets, the rate and pace of economic recovery following economic downturns; 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; foreign exchange rate fluctuations or currency restructurings; 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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Jamie Zimmerman
312-780-6070
jamie.zimmerman@hyatt.com

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