

□ **Novi Mich. (August 22, 2013)**– Hyatt Hotels Corporation (NYSE: H) and Packard Hospitality Group, a California-based company, today announce the opening of [Hyatt Place Detroit/Novi](#). Attached to Suburban Collection Showplace as an expansion to the Diamond Banquet and Conference Center, this new six-story hotel features 126 guestrooms and will be the first Hyatt-branded hotel in Novi, Michigan.

“We are very excited to bring the Hyatt Place brand to the Novi area,” said Ryan Gauthier, general manager, Hyatt Place Detroit/Novi. “Whether traveling for business or leisure, we know guests will appreciate the comfortable and functional amenities offered at Hyatt Place, such as free Wi-Fi, made-to-order fresh food around the clock and the StayFit@Hyatt fitness center.”

Hyatt Place Detroit/Novi provides easy access to fine dining and entertainment, and it is just one mile from Michigan’s largest shopping district. Conveniently located and accessible from all major highways, the hotel is only 20 minutes from the Detroit Metropolitan Airport and 30 minutes from downtown Detroit.

Hyatt Place Detroit/Novi offers:

- 126 spacious guestrooms, all of which feature a 42-inch HDTV, the plush Hyatt Grand Bed® and a Cozy Corner sectional sofa
- Complimentary Wi-Fi access throughout the hotel
- Complimentary a.m. Kitchen Skillet™, featuring freshly prepared breakfast sandwiches, a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee and an assortment of juices
- Approximately 20,000 additional square feet of new space in the Diamond Center, including more than 9,000 square feet of meeting space, which added 10 additional meeting rooms and nearly 9,000 square feet of pre-function space
- 24/7 Gallery Menu serving made-to-order entrees and appetizers around the clock
- A Coffee to Cocktails Bar featuring specialty coffees and premium beers, as well as wines and cocktails
- Interior pool
- Upscale exterior courtyard that offers first class ambiance to accommodate weddings, and other elite social events

“As the city of Novi continues to grow and thrive economically, we are thrilled to add to the momentum by bringing Hyatt Place to the area,” said Blair Bowman, president of BOCO Enterprises, Inc., owner of Hyatt Place Detroit/Novi. “The new hotel will provide us with the opportunity to better serve and help our existing customers grow, and attract larger new convention, conference and exhibition business for the region.”

Hyatt Place Detroit/Novi LEADERSHIP

Hyatt Place Detroit/Novi is owned by BOCO Enterprises, Inc., which is also the owner of Suburban Collection Showplace. Hyatt Place Detroit/Novi is managed by Packard Hospitality Group a California-based company. The hotel is under the leadership of General Manager Ryan Gauthier and Director of Sales Kate Barber. In his role, Gauthier is directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel’s 22 associates and ensuring guests encounter the purposeful service for which Hyatt Place is known. Barber is responsible for providing sales service and support to travelers and meeting planners frequenting the Novi area.

ABOUT HYATT PLACE

Launched in 2006, Hyatt Place brings to the upscale select service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers’ 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with forward-thinking technology and purposeful service. Spacious guestrooms feature multiple areas to work and relax, and include the Cozy Corner; 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 hotels also feature complimentary Wi-Fi access, a StayFit@Hyatt fitness center, a coffee and wine bar serving specialty coffees and premium wine and beer, and a Grab ‘n Go case stocked with freshly made sandwiches and salads. The 24/7 Gallery Menu offers made-to-order breakfast, lunch and dinner entrées around the clock, in addition to the a.m. Kitchen Skillet™, a complimentary hot breakfast served daily. Specially trained Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 170 locations in the United States, Costa Rica and India. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

About The Packard Companies

Packard Hospitality Management (PHM), LLC is a nationwide full service Hotel Hospitality Management Firm whose approach to management is simple and strategic: hire top-notch personnel; acquire and use finely tuned policies and procedures as well as applied technology; support the efforts of the on-site team by providing daily focused guidance including full accounting;

sales and marketing and complete operations departments. Based in San Diego, with offices in Orlando and Tulsa, PHM manages over 23 Hotels Nationwide including the most highly recognized brands. PHM is a part of The Packard Companies, an integrated alliance of three dynamic organizations, collectively owned and operated under one organization. Packard Realty, Inc. (PRI), Packard Hospitality Management (PHM) and Packard Management Group (PMG). Each offers the knowledge and expertise to provide full-service turn-key management to commercial projects, marinas, hotels and residential and commercial associations.

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 Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt ResidencesTM** and **Hyatt Residence ClubTM**. As of June 30, 2013, the Company's worldwide portfolio consisted of 524 properties in 46 countries. For more information, please visit www.hyatt.com.

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