

Maui's most anticipated resort opens following traditional Hawaiian cultural ceremony

MAUI, HAWAII (September 3, 2013) –Following an authentic Hawaiian blessing ceremony presided over by cultural practitioner Kahuna Nui Kaponō'ai Molitau, [Andaz Maui at Wailea Resort & Spa](#) has officially opened its doors and is welcoming guests to experience its impressive design, amenities, approachable service, and beachfront destination. The opening of Andaz Maui at Wailea marks the 10th hotel to join the Andaz brand and is the first Andaz hotel located in a resort destination. As with all Andaz properties, the hotel will create inspiring experiences through culturally rich offerings that help guests feel more like locals.

"We are thrilled to be opening our doors today to bring the Andaz brand to a beautiful resort destination like Maui," said Michael Stephens, general manager of Andaz Maui at Wailea Resort & Spa. "As we welcome guests from around the world, we aim to connect them to Wailea's rich history through unique, local experiences that truly make for an unforgettable stay."

"The most important characteristic of Andaz is to be deeply rooted in the local culture, infusing it throughout the guest experience. Andaz hotels in resort locations will continue to bring this to life," said Sara Kearney, senior vice president of brands for Hyatt Hotels & Resorts. "Maui provides a great preview for what guests can expect from upcoming Andaz hotels in resort destinations, including Andaz Papagayo in Costa Rica, which will open later this year."

Stay Experience

Designed by the award-winning architecture and design firm Rockwell Group, Andaz Maui at Wailea reflects the pure simplicity and beauty of its lush surroundings. Rockwell Group created a series of architectural interventions to open the resort's buildings to Maui's extraordinary landscape while using a palette of natural materials that reflect the warmth of Hawaiian hospitality.

Guests are welcomed by an awe-inspiring entryway bridge of glowing Ambrato stone, framed in mahogany over an infinity-edge pool. Once inside, guests find themselves in the airy Andaz Lounge that features a pitched roof with natural sunlight, accented by a central sandpit where guests can sink their toes into the sand during a hassle-free check-in process with an Andaz host. Andaz hosts in Wailea use a computerized tablet to check guests into their rooms. Just beyond the Andaz Lounge are stunning views of multiple infinity-edge swimming pools with the picturesque beaches of Wailea serving as a dramatic backdrop.

The resort's 297 thoughtfully appointed spacious guestrooms and suites, which include seven luxurious villas with two to four bedrooms, were designed to further connect guests to Wailea's local beaches and the ocean. Each room consists of custom-designed furniture that includes platform beds with side tables in a walnut finish and teak wood slat vanities. The bathrooms feature shuttered wooden screens in a white-washed oak finish that open to the bedroom, maintaining the light and airy quality found throughout the room, with floors made of lava stone. In all guestrooms, guests will enjoy complimentary Internet access, local phone calls, non-alcoholic beverages, and locally sourced snacks that are replenished daily.

Built with the environment in mind, Andaz Maui at Wailea has made a commitment to adhere to the latest standards in green technology and design and is aiming to be a LEED® certified resort under the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system.

Local "Flavor"

The resort has assembled the world's top talent to deliver farm-fresh, seasonal and sophisticated food utilizing the unforgettable, rich island flavors of Maui. Serving breakfast and lunch, [Ka'ana Kitchen's](#) unique, residential-style setting offers views of the infinity-edge pool, lagoon and ocean and provides a culinary experience that reflects the rich heritage of Hawaii. The resort's second full-service restaurant, [Morimoto Maui](#), by acclaimed Iron Chef Masaharu Morimoto, focuses on the seamless integration of Japanese, Western and Hawaiian traditions to create a memorable island dining experience. Two poolside cocktail lounges, Bumbye Beach Bar and Lehua Lounge, offer hand-crafted cocktails made with premium spirits and fresh juices, created by New York mixologist and Hawaiian native Julie Reiner. A 24-hour market is fully stocked with local snacks and beverages from the Hawaiian Islands.

Amenities and Services

Andaz Maui at Wailea conceived a Hawaiian apothecary concept for the [Āwili Spa and Salon](#) to incorporate indigenous herbs into customized treatments. The 14,000-square-foot spa features ten treatment rooms, a full-service salon, three relaxation rooms, a 24-hour fitness center and a private adult spa pool. Adorned with tall, custom cabinets to store herbs and organic products such as Malie, Salt of the Earth, Tammy Fender and SkinCeuticals, the spa lounge features a large walnut table where Andaz Apothecary Consultants mix freshly picked herbs and other organic items to create teas, lotions and oils for guests' treatments.

For weddings and group events, the resort features more than 15,000 square feet of elegant indoor and outdoor event space,

including five indoor Andaz Studios and three outdoor beachfront event lawns with unparalleled views of the ocean and Wailea's pristine Mokapu Beach. Each of the Andaz Studios offer incomparable functionality and state-of-the-art technology, all designed in a residential seaside style.

Any time spent in Maui will include outdoor adventure, beach-time and relaxation. The resort's dedicated hosts can assist in planning a number of offsite and beachside experiential excursions that will immerse guests in the local culture, including canoe paddling, kayaking, stand up paddle boarding, surf lessons, golf privileges at several local courses, or an exhilarating helicopter ride or zip line adventure.

Andaz Brand and Corporate Responsibility Programs

Andaz has created the Andaz Salon, a series of local cultural events and partnerships with emerging talent in areas such as music, fashion, food, and film. Andaz Salon provides a way for like-minded individuals to share their passions, become inspired, and connect with up-and-coming cultural insiders who share their world, their interests, and knowledge of their industry. The Andaz Salon allows guests and locals to learn something new, spark their personal creativity, explore their own talents, and fuel their passion for life.

Andaz Maui at Wailea will be hosting regular Andaz Salon events. For more information on Andaz Maui's Salon events and to experience Andaz Salon online, please visit www.AndazSalon.com.

Andaz Maui at Wailea is immersing itself in the local community through its work with [Kihei Elementary School](#). In support of Hyatt's corporate responsibility program, Hyatt Thrive, Andaz Maui at Wailea has adopted the elementary school and has already started its volunteer work, helping to develop a peer-nominated, performance-based monthly rewards program, as well as installing a much-needed refrigerator in the school's faculty lounge. Andaz Maui at Wailea will continue its work with Kihei Elementary School to strengthen education and personal advancement within the local community.

To learn more about Andaz Maui at Wailea Resort & Spa, or to make a reservation, please click [here](#).

About Andaz Maui at Wailea Resort & Spa

Situated on Maui's premier southwestern coastline along Mokapu Beach, the 15-acre beachfront Andaz Maui at Wailea Resort & Spa features 297 guestrooms and suites, including seven luxurious two- to four-bedroom residential villas along with cascading outdoor infinity pools; a 14,000 square foot full-service spa with a private adults-only pool, apothecary retail and fitness facility; more than 15,000 square feet of meeting and event space and two highly acclaimed full service restaurants, including Morimoto Maui by acclaimed Chef Masaharu Morimoto. Designed by world-renowned architects, Rockwell Group, Andaz Maui at Wailea captures the spirit and feel of today's Hawaii. As part of the Andaz brand, Andaz Maui at Wailea holds true to one of the brand's core elements – maintaining a connection and relationship with its neighborhood and hosting Andaz Salon programs showcasing emerging talents. For more information, please visit <http://maui.andaz.hyatt.com>.

About Andaz

Global in scale while local in perspective, Andaz delivers an innovative hospitality experience and attentive, uncomplicated service designed to accommodate guests' personal preferences. Hotels in this collection reflect the unique cultural scenes and spirit of the surrounding neighborhood and are dedicated to creating natural and vibrant living spaces where travelers can indulge their own personal sense of comfort and style. Ten Andaz hotels are currently open: Andaz 5th Avenue and Andaz Wall Street in New York, Andaz San Diego, Andaz West Hollywood, Andaz Napa, Andaz Savannah, Andaz Maui at Wailea, Andaz Liverpool Street in London, Andaz Amsterdam Prinsengracht, and Andaz Shanghai. For more information, please visit www.andaz.com.

About Rockwell Group

Rockwell Group is an award winning, cross-disciplinary 150-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with satellite offices in Madrid and Shanghai, the firm crafts a unique narrative and an immersive environment for each project. Projects include W Hotels (New York, Paris, Singapore, and Vieques); Shinola (New York); Travelle at the Langham, Chicago; the Elinor Bunin Munroe Film Center at Lincoln Center; The Cosmopolitan of Las Vegas; Maialino at the Gramercy Park Hotel; Nobu restaurants and hotels worldwide; product collaborations with Jim Thompson, Maya Romanoff and The Rug Company; set design for Broadway's Lucky Guy, Kinky Boots and Hairspray; and the Imagination Playground initiative. For more information on the firm, please go to www.rockwellgroup.com.

FORWARD-LOOKING STATEMENT

Forward-Looking 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. 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 economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital markets; and other risks discussed in the Company’s filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. 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.

###

For further information:

Wendi Shapiro / Maggie Holmes
Murphy O’Brien Public Relations
Andaz@murphyobrien.com
310-453-2539

<https://stage.mediaroom.com/hyatt2/2013-09-03-Andaz-Maui-at-Wailea-Resort-Spa-Opens>