

## Hyatt South Beach will be the first Hyatt-branded hotel in Miami Beach, Fla.

□ **CHICAGO (October 3, 2013)** – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that a Hyatt affiliate has entered into a franchise agreement with an affiliate of Robert Finvarb Companies to develop Hyatt South Beach, a hotel to be located at 1600 Collins Avenue in Miami Beach, Fla. An affiliate of Robert Finvarb Companies, led by Robert Finvarb, will develop the property and the hotel will be managed by Island Hospitality Management. Construction of Hyatt South Beach is expected to begin in late 2013, and the hotel is slated to open in 2015.

“We are excited to be bringing the first Hyatt- branded hotel to Miami Beach. Hyatt South Beach will be the ideal location for travelers to enjoy and explore the beaches and multiple attractions of Miami and beyond,” said Robert Finvarb, CEO and founder of Miami-based Robert Finvarb Companies. “Our company’s hotel portfolio spans across major cities throughout the United States and we are delighted to add the strength and innovation of the Hyatt brand to it.”

Located in the heart of the South Beach Art Deco District, Hyatt South Beach will offer 105 guestrooms in addition to an outdoor pool, fitness center and 10,000 square feet of prime ground floor retail space along world-famous Collins Avenue. The hotel will be an ideal base for business and leisure travelers visiting South Beach, as it will offer convenient access to the area’s celebrated sandy beaches, Ocean Drive and Lincoln Road dining and shopping areas, as well as the Miami Beach Convention Center.

“We are thrilled to present the modern boutique style of the Hyatt brand to one of the most vibrant, global destinations in the world in collaboration with Robert Finvarb Companies,” said David Tarr, senior vice president, real estate and development for Hyatt Hotels & Resorts. “Hyatt South Beach will offer a new option for Hyatt guests visiting Miami Beach and will introduce new customers to the Hyatt brand. We are eager to share the Hyatt’s authentic hospitality and unique experiences with them.”

As of June 30, 2013, the Company’s executed contract base consisted of approximately 200 hotels across all brands and regions in which Hyatt hotels operate. For more information, please visit [www.hyattdevelopment.com](http://www.hyattdevelopment.com).

### About Hyatt

Hyatt hotels are smaller-sized properties conveniently located in diverse business and leisure areas. With hotels typically ranging from 150 to 350 rooms, Hyatt hotels offer guests the opportunity to experience our hospitality in a vibrant environment. Customers include individual business and leisure travelers, and Hyatt hotels can accommodate smaller scale business meetings and social gatherings.

### About Robert Finvarb Companies

Robert Finvarb Companies (RFC) is a private real estate investment and development company based in Miami, Florida. Robert Finvarb, founder of the company, started his development career in 2002. Since then, RFC has developed eleven hotels containing approximately 2000 guestrooms that operate under various Marriott brands and are located in six states and the District of Columbia. Currently, RFC is developing three mixed use projects that contain both hotel and retail components in New York City and South Beach. RFC has a reputation for developing high-quality assets and possesses a track record of success in all market cycles. As a private company, the principals invest their own equity in all projects and are personally involved in all phases of the project. For over a decade, RFC has carefully cultivated its reputation of excellence in the hospitality industry. In addition to developing its projects from the land acquisition stage to their opening, RFC oversees the sales, marketing, accounting and administration functions that are primarily undertaken by its management staff at each hotel with a sophisticated cadre of in-house professionals.

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 Residences<sup>TM</sup>** and **Hyatt Residence Club<sup>TM</sup>**. 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](http://www.hyatt.com).

### Forward-Looking Statements

*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.*

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