

Initiative supports local small businesses by offering guests trip-planning ideas curated by Martha Stewart Living Omnimedia in Hyatt House neighborhoods

CHICAGO (October 15, 2013) — Martha Stewart Living Omnimedia (NYSE: MSO) and Hyatt House, an upscale extended stay hotel brand located across the United States, are teaming up to help travelers and local residents support neighborhood businesses and craftsmen through MSLO's "American Made" program.

The program, which is an annual celebration of entrepreneurs and small businesses, will allow Hyatt House guests to live like a local in 10 Hyatt House markets. Guests will have the opportunity to experience personal recommendations, from the MSLO staff, of neighborhood places to eat, shop and visit that represent the "American Made" spirit.

"As a brand committed to providing a warm, neighborhood feel, we're excited to bring Hyatt House guests even closer to their surrounding communities when on the road," said Chris Walker, vice president, brands for Hyatt House. "From that favorite 'off-the-beaten-path' spot down the street to a morning omelet prepared just the way you like it, we know it's the little things that help make you feel right at home."

Hyatt House guests at more than 20 participating hotels will receive postcards showcasing the handpicked businesses that showcase different ways to experience the local neighborhood. Participating markets include: Belmont, CA; Denver, CO; Atlanta, GA; Charlotte, NC; Raleigh, NC; Branchburg, NJ; King of Prussia, PA; Irving, TX; Fairfax, VA and Bellevue, WA.

"It's great fun to work on such a creative, different campaign," said Peter Medwid, senior vice president and publisher *Martha Stewart Living*. "Hyatt House is a forward-thinking collaborator, and we were happy to be able to curate a list of businesses that we can get behind, especially in the spirit of 'American Made.'"

This Wednesday, October 16, the relationship kicks-off with a special workshop during the American Made Market event in New York City's Vanderbilt Hall in Grand Central Terminal, where Martha Stewart and *Gadling* blogger and *Wanderplex* Founder, Reena Ganga, will be presenting tips and tricks to travel like a local.

For more information on "American Made" or the new Hyatt House offerings please visit www.marthastewart.com or www.hyathouse.com.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Company reaches approximately 100 million consumers across all media platforms each month and has a growing retail presence in thousands of retail locations. MSLO's media brands, available across multiple platforms, include Martha Stewart Living, Martha Stewart Weddings, and Everyday Food; the Company also offers books and utility Apps. MSLO's television and video programming includes "Martha Stewart's Cooking School" and "Martha Bakes" series on PBS, in addition to new made-for-the-web video and a vast library of how-to content available online. Martha Live, a new radio show hosted by Martha Stewart, airs every weekday on SIRIUS XM Channel 107. MSLO also designs high-quality Martha Stewart products in a range of lifestyle categories available through select retailers, including The Home Depot, Macy's, jcpenny, Staples (together with Avery), PetSmart, Michaels and Jo-Ann Fabric & Craft Stores. The MSLO family of brands also includes Chef Emeril Lagasse's media and merchandising properties.

Additional information about MSLO is at www.marthastewart.com.

About Hyatt House

Hyatt House, a brand of Hyatt Hotels Corporation, launched in 2012 and offers more than 50 locations throughout the United States. Inspired by extensive research of guest experiences, Hyatt House is designed to welcome residents rather than guests and offer services, amenities, upscale spaces and a casual, comfortable environment that reminds guests of home. Residentially inspired studios, one- and two-bedroom suites feature contemporary full kitchens, living space with flat panel HDTVs and bedrooms with a plush bed. Complimentary Wi-Fi is available throughout the hotel. The Morning Spread, a complimentary full hot breakfast featuring a made-to-order Omelet Bar, is served daily as well as a complimentary Evening Social with savory bites, beer and wine. In lieu of the Evening Social, some locations have an H BAR featuring the Sip+Savor menu and full bar. Public spaces include a 24-hour workout room, Guest Market and laundry facilities. A friendly House Host is available to check-in guests, provide directions or help with other needs to help guests feel at home. The brand is designed to help guests keep their real-life routines rolling while on the road. Hyatt House earned the top spot in the upscale extended stay category in Business Travel News' 2012 Hotel Chain Survey, based on a survey of corporate travel buyers. Additionally, the brand was named one of the 10 Best Hotel Chains for Families by Parents Magazine. Chosen amongst more than 70 hotel

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 Hyatt House or to book a reservation, visit <http://www.hyatthouse.com> or call 866-XS-HYATT (866-974-9288).

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