

CHICAGO (November 6, 2013) – Hyatt Hotels Corporation (NYSE: H) and Playa Hotels & Resorts B.V. (Playa) today announce the opening of [Hyatt Ziva Los Cabos](#), the first Hyatt-branded all-inclusive resort.

Located on the spectacular beachfront on the Sea of Cortes in Los Cabos, Mexico, Hyatt Ziva Los Cabos sets the stage to create unforgettable moments that delight, surprise and foster personal connections and stories among groups, families, friends, and soon-to-be friends. Hyatt Ziva Los Cabos guests will also experience Hyatt's authentic hospitality. Hyatt is known as a leader in customer service, accommodations, and convention and meeting facilities, as well as for its heritage of quality food and beverage offerings.

"Hyatt Ziva Los Cabos brings a new level of sophistication and service to the all-inclusive resort market," said Bruce Wardinski, Chief Executive Officer of Playa Hotels & Resorts B.V. "By creating a new Hyatt-branded experience that is customized and distinctive as an all-inclusive offering, we are combining the strength of one of the most powerful global hotel brands with Playa's experience in successfully owning and managing all-inclusive resorts throughout Mexico and the Caribbean. We believe that the new Hyatt Ziva brand, and its related adults only, all-inclusive brand, Hyatt Zilara, will offer existing all-inclusive guests a unique Hyatt experience and will attract new customers to the all-inclusive resort experience by bringing brand distinction to this desirable and growing market segment."

Guestrooms

Hyatt Ziva Los Cabos offers 619 spacious suites, including 436 junior suites, 97 suites, 34 swim-up suites, 35 premium deluxe suites, 16 premium two-room suites, and one presidential suite. All suites feature sleek interior designs with natural stone tiling and decorative plush rugs, beautiful furnishings and Mexican-inspired décor. The resort incorporates Hyatt signature bedding and spa-style bathrooms with upscale amenity products, plus a series of unique in-room amenities designed for the all-inclusive stay, such as an in-suite refreshment bar and complimentary room service. Guests that prefer a more distinctive experience may upgrade to the Premium Club with added personal services, including butlers.

Dining

Hyatt Ziva Los Cabos guests can choose from eight restaurants and six bars and lounges to fit their lifestyles and preferences while at the resort. With creative food presentations and a wide selection of fresh and seasonal cuisine, guests may choose from two international gourmet buffet restaurants open for breakfast, lunch and dinner with show cooking stations and a separate children's buffet. A la carte dining options are also included with a taste of flavors spanning the globe: El Cortijo, Spanish cuisine; Lotus, Japanese cuisine featuring Teppanyaki-style cooking and a sushi bar; Bon Vivant, French classical cuisine; Capri, an Italian Restaurant with a wide variety of authentic Mediterranean cuisine; Coral Restaurant, an outdoor bistro; and La Hacienda, a classic steakhouse. The resort also offers six specialty bars and lounges where guests may indulge in signature cocktails, wine, beer, and non-alcoholic beverages.

Meetings and Special Events

In addition to providing leisure guests an all-inclusive luxury resort experience, Hyatt Ziva Los Cabos is the first all-inclusive resort to offer meeting and convention groups an all-inclusive experience under a Hyatt brand. The resort, located within a five-minute drive of the Los Cabos International Convention Center, boasts 35,000 square feet of meeting and event space including the 11,624 square foot Grand Theater, which can accommodate more than 500 guests. As the largest resort meeting and event venue in the area, the resort can comfortably accommodate up to 1,000 guests for an event. In addition to the traditional meeting space, there are outdoor lawn, garden and beach venues with breathtaking views, which create the perfect backdrop for a wedding or other special occasions. Expert meeting concierges, high-speed wireless Internet access throughout the resort and a full array of audiovisual equipment help to ensure a successful conference or incentive program. For weddings, Hyatt Ziva Los Cabos has on-site professional wedding planners and a variety of wedding celebrations designed to create the perfect memorable event.

Resort Amenities and Services

For fun and entertainment, the resort's all-inclusive amenities include: complimentary Kid's Camp for children ages 4-12 with supervised activities and crafts; a 24-hour fitness center; a game room with billiards, board games and video games; more than 50,000 square feet of spectacular swimming areas with a separate adult-only pool; and a water feature area with fountains,

splash areas and water falls for children and families. Guests can enjoy entertainment throughout the day and evening and, for added pleasure, the resort offers a distinctive on-site spa and preferred tee times for golf at one of several nearby championship courses. Golf and spa services are available at an extra charge.

Location and Reservations

Located on the Baja California peninsula, one of the most majestic beachfront peninsulas in the world, and offering spectacular views of the Sea of Cortes, Hyatt Ziva Los Cabos is minutes from the city center of colonial San José del Cabo, five minutes from Los Cabos International Convention Center and 15 minutes from Los Cabos International Airport. Hyatt Ziva Los Cabos is located at Paseo Malecon s/n. Lote 5, Zona Hotelera, San José del Cabo, Baja California Sur, Mexico.

For more information and reservations, contact a travel agent or call: +1-888-591-1234 in the United States or +52 624 163 7730 in Mexico, or visit online at www.loscabos.ziva.hyatt.com.

About Playa Hotels & Resorts

Hyatt Ziva Los Cabos is owned and managed by Playa Hotels & Resorts B.V. ("Playa"), a leading owner, operator and developer of all-inclusive beach resorts. Playa's portfolio consists of a collection of thirteen premier resorts comprising 5,805-rooms that are located in prime beach locations in Mexico, the Dominican Republic and Jamaica. Under an agreement with an affiliate of Hyatt Hotels Corporation (NYSE: H), Playa will pursue the acquisition or development of new all-inclusive resort opportunities under the two new Hyatt all-inclusive brands—Hyatt Ziva and Hyatt Zilara. Playa will also have certain rights to operate Hyatt-branded all-inclusive resorts in five Latin American and Caribbean countries on an exclusive basis through 2018. For more information visit: www.playaresorts.com

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®, Hyatt House®, Hyatt Zilara™, and Hyatt Ziva™ brand names and have locations on six continents. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses Hyatt Residences™ and Hyatt Residence Club™. As of September 30, 2013, the Company's worldwide portfolio consisted of 535 properties in 47 countries. For more information, please visit www.hyatt.com.

Forward-Looking Statements

Certain statements and assumptions in this press release contain or are based upon "forward-looking" information and are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. When we use the words "will," "may," "anticipate," "estimate," "should," "expect," "believe," "intend," or similar expressions, we intend to identify forward-looking statements. Such statements are subject to numerous assumptions and uncertainties, many of which are outside of Playa or Hyatt's control, which could cause actual results to differ materially from those expressed in or implied by the content of this document. Factors that may cause actual results to differ materially from current expectations include, among others, general economic uncertainty in Latin America and the Caribbean; lack of acceptance of new brands or innovation; risk associated with potential acquisitions, including governmental approvals; changes in the competitive environment in our industry and the markets where we operate; and changes in federal, state, local or foreign tax law. Forward looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold.

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