

□ **CHICAGO (November 20, 2013)** – Hyatt Hotels Corporation (NYSE: H) and Playa Hotels & Resorts B.V. (Playa) today announce the opening of [Hyatt Zilara Cancun](#), the first Hyatt-branded adult-only all-inclusive resort.

Located in the heart of Cancun's Hotel Zone and along the sparkling turquoise Caribbean beachfront, Hyatt Zilara Cancun is a AAA Four Diamond Resort that offers adults an all-inclusive resort experience that creates opportunities to live in the moment. Guests will delight in unique, unscripted experiences, whether they seek ultimate relaxation in a carefree, sophisticated setting or a calendar full of activities that allows them to explore their surroundings. Hyatt Zilara Cancun guests will also experience Hyatt's authentic hospitality. Hyatt is known worldwide as a leader in customer service, accommodations, and convention and incentive meeting facilities, as well as for its heritage of quality food and beverage offerings.

"Hyatt Zilara Cancun raises the bar for service, comfort and sophistication of an adult only all-inclusive experience," said Bruce Wardinski, Chief Executive Officer of Playa Hotels & Resorts B.V. "Complementing its related brand, Hyatt Ziva, which caters to guests of all ages, the adult-only Hyatt Zilara provides an experience that is perfect for romance, relaxation and retreat. By combining the strength of Hyatt, 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 Zilara and Hyatt Ziva brands will offer existing all-inclusive guests a unique Hyatt experience and will attract a new customer to the all-inclusive resort experience by bringing brand distinction to this desirable and growing market segment."

## Guestrooms

Hyatt Zilara Cancun offers 307 spacious guestroom suites, including 47 junior suites, 93 premium ocean view suites, 113 premium ocean front junior suites, 30 premium ocean front deluxe suites, 17 swim-up suites and seven presidential suites. Each guestroom is handsomely decorated in a modern interpretation of a traditional hacienda, with sleek stone surfaces and vibrant textiles. Guests will enjoy an in-suite hot tub, Hyatt signature bedding, and spa-style bathrooms with jetted showers and 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.

## Dining

Hyatt Zilara Cancun guests can choose from six restaurants and eight bars and lounges to fit their lifestyle and preference while at the resort. With creative food presentations and a wide selection of fresh and seasonal cuisine, guests may choose Spice, the international gourmet buffet restaurant open for breakfast, lunch and dinner with show cooking stations or one of the a la carte dining options which include: Asiana, a Teppanyaki-style restaurant in a romantic setting; Pelicanos, for gourmet Caribbean seafood in a casual, oceanfront setting; Maria Marie, a Mexican fusion experience; Chef's Plate, a gourmet restaurant where the Executive Chef features a daily unique sumptuous dinner menu; and Tapas & Pintxos Restaurant, influenced by Spain's Northern and Basque regions. The bars and lounges range from a European style Coffee House, a Tequileria & Cigar Club, a Martini Bar and a Wine Corner Bar.

## Meetings and Special Events

In addition to providing leisure guests an all-inclusive luxury resort experience, Hyatt Zilara Cancun offers meeting and convention groups an all-inclusive experience under a Hyatt brand. The resort offers 6,888 square feet of meeting and event space including a ballroom that can be divided into six meeting rooms as well as a boardroom that can accommodate up to 25 people. In addition to the traditional meeting space, there are outdoor lawn, garden and beach venues with breathtaking views that 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 Zilara Cancun 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: a 24-hour fitness center; a spectacular ocean view swimming area with swim-up bars, outdoor activities, and a lounge with pool tables and board games, as well as Beach Butlers and a Romance Concierge. Guests can enjoy entertainment throughout the day and evening and, for added pleasure, the resort offers a distinctive on-site spa and wellness center as well as 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

Prominently situated on the widest stretch of beach in the heart of Cancun's Hotel Zone, Hyatt Zilara Cancun is just 20 minutes from the international airport and near the best golf courses, shopping malls, restaurants and nightlife the city has to offer. Hyatt Zilara Cancun is located at Boulevard Kukulkán Km 11.5 Zona Hotelera, 77500 Cancún, Quintana Roo, México.

For more information and reservations, contact a travel agent or call: +1 800 720 0051 in the United States or +52 998 8 81 5600 in Mexico, or visit online at [cancun.zilara.hyatt.com](http://cancun.zilara.hyatt.com).

## About Playa Hotels & Resorts

Hyatt Zilara Cancun 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](http://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**® 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 September 30, 2013, the Company's worldwide portfolio consisted of 535 properties in 47 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

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