

Rarely seen series from iconic artist becomes centerpiece of hotel lobby and upholds Park Hyatt legacy of excellence in contemporary art

CHICAGO (February 4, 2014) – Hyatt Hotels & Resorts today announced the unveiling of an original art piece from iconic contemporary artist, Robert Rauschenberg, which will hang in the lobby of [Park Hyatt Chicago](#). Titled *Tropicana/Channel*, the piece speaks to the Park Hyatt legacy from its founder, Jay Pritzker, who had a vision that the brand would be an extension of his own home and would revolve around great food and wine, great art and the best level of service. The display of the Rauschenberg, which is on loan from Hyatt’s Executive Chairman Tom Pritzker, is inspired by that heritage.

“Chicago is known for its art landmarks – whether it be The Picasso in Daley Plaza, Cloud Gate in Millennium Park, or The Art Institute of Chicago,” said Peter Roth, General Manager of Park Hyatt Chicago. “We are very proud to add to the city’s prestigious art reputation with this piece, and as a part of the hotel’s art collection, it will add real value to each guest, tourist, or Chicago native that walks through our doors.”

Tropicana/Channel is part of Rauschenberg’s rarely seen *Cardboard and Related Pieces* series. It was created in 1971 amid the chaos of Rauschenberg’s move from New York to Florida, which confined him to using only the materials he had on hand – cardboard boxes.

“It is fitting to have this work, which was created while Rauschenberg unpacked his own boxes, unveiled in Chicago as Park Hyatt unpacks its boxes in new locations set to open in New York, Vienna, and Zanzibar, among the 16 hotels currently under development,” said Katherine Melchior Ray, Vice President of Luxury Brands for Hyatt Hotels & Resorts. “The Park Hyatt brand is all about providing guests with rare and intimate experiences that go beyond the typical hotel stay. Whether in Chicago, Buenos Aires or Shanghai, we feel that giving guests access to the very best contemporary art keeps the brand relevant and true to its long-standing legacy.”

Park Hyatt hotels have invested in world-class contemporary art, architecture and design as an expression of the personalized experience offered in each Park Hyatt hotel since the first one opened in Chicago more than 30 years ago. Today, artwork at Park Hyatt hotels includes: Lucio Fontana’s 1984 sculpture “Testa Di Medusa” in the Cupola Lobby Lounge at Park Hyatt Milan; six works by Polish-American painter Ed Paschke that hang in Le Bar at Park Hyatt Paris-Vendôme; and a 570-square-foot mural by Sol LeWitt that the artist painted specially for the Park Hyatt Zurich foyer.

Rauschenberg’s *Tropicana/Channel* is on temporary display at Park Hyatt Chicago, replacing the 1968 Gerhard Richter painting “Domplatz Mailand,” which was recently sold at Sotheby’s. The hotel plans to rotate in another contemporary art piece this summer.

Credit: Robert Rauschenberg, *Tropicana/Channel* 1971, Art © Robert Rauschenberg Foundation/VAGA, NY

About Park Hyatt

Park Hyatt provides discerning, affluent business and leisure guests with elegant and luxurious accommodations. Guests of Park Hyatt receive highly attentive personal service in an intimate environment. Located in several of the world’s premier destinations, each Park Hyatt is custom designed to combine sophistication with a distinctive regional character. Park Hyatt features well-appointed guestrooms, meeting and special event spaces for groups, critically acclaimed art, food and beverage programmes, and signature restaurants featuring award-winning chefs. There are currently 32 Park Hyatt hotels in the following locations: Abu Dhabi, Beaver Creek, Beijing, Buenos Aires, Busan, Canberra, Carlsbad, Changbaishan, Chennai, Chicago, Dubai, Goa, Hamburg, Hyderabad, Istanbul, Jeddah, Maldives, Melbourne, Mendoza, Milan, Moscow, Ningbo, Paris, Saigon, Seoul, Shanghai, Siem Reap, Sydney, Tokyo, Toronto, Washington D.C., and Zurich. For more information, visit www.parkhyatt.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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