

111-room Hyatt Place hotel opens in the heart of the newly revitalized Haymarket Entertainment District

CHICAGO (February 27, 2014) – Hyatt Hotels Corporation (NYSE: H) and Hegg Companies today announce the opening of [Hyatt Place Lincoln/Downtown-Haymarket](#), the first Hyatt hotel in Lincoln, Neb. This hotel offers a refreshing new choice for the business and leisure travelers coming to Lincoln and looking to be in the center of it all.

The hotel is managed by Hegg Companies, located in Sioux Falls, S.D., and today's opening adds Hyatt Place Lincoln/Downtown-Haymarket to its management portfolio in the region. "We are excited to work with WRK to bring the Hyatt Place brand to the Lincoln area," said Vice President Jennifer Seifert-Brenna of Hospitality Operations. "We expect the hotel to be a leader in amenities and guest services and look forward to it being a part of the Lincoln community."

Located in the new West Haymarket development on Q Street, Hyatt Place Lincoln/Downtown-Haymarket is just steps from Pinnacle Bank Arena and the Railyard Entertainment Center, as well as more than 30 dining venues. The hotel is three blocks from University of Nebraska-Lincoln's football stadium and in the middle of pre- and post-game action.

Hyatt Place Lincoln/Downtown-Haymarket offers:

- 111 roomy rooms, all of which feature a swiveling 42-inch HDTV, the plush Hyatt Grand Bed® and Cozy Corner sectional sofa. Three Corner Suites overlook the Railyard and the gorgeous Haymarket area.
- Free Wi-Fi everywhere
- Only pet-friendly hotel in the Downtown Lincoln area
- Complimentary a.m. Kitchen Skillet™ breakfast for guests, featuring freshly prepared breakfast sandwiches, a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee and an assortment of juices
- More than 1,700 square feet of flexible, high-tech meeting/function space
- 24/7 Gallery Menu serving made-to-order entrees and appetizers around the clock
- A Coffee to Cocktails Bar featuring specialty coffees and premium beers, as well as wines and cocktails

"We are very excited to bring the Hyatt Place brand to the Railyard," said WRK Associate Brett West. "It will add a new dynamic to the development, an area which continues to grow."

HYATT PLACE LINCOLN/DOWNTOWN-HAYMARKET LEADERSHIP

Hyatt Place Lincoln/Downtown-Haymarket is under the leadership of General Manager David Wheaton and Director of Sales Jacquie Hirschman. In his role, Wheaton is directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel's 25 associates and ensuring guests encounter the purposeful service for which Hyatt Place is known. Hirschman is responsible for providing sales service, marketing and support to travelers and meeting planners frequenting the Lincoln area.

ABOUT HYATT PLACE

Launched in 2006, Hyatt Place brings to the upscale select service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with a forward-thinking guest experience and purposeful service. Roomy rooms feature multiple areas to work and relax, and include the in-room Cozy Corner; plush Hyatt Grand Bed®; and separate workspace. Guests can also enjoy free Wi-Fi and remote printing everywhere, 24-hour StayFit Gym, Coffee to Cocktails Bar offering specialty coffees and a variety of premium beers, wine and cocktails, and a 24/7 Gallery Market including freshly made grab n' go sandwiches and salads and a Bakery Case filled with items sure to satisfy the sweet tooth. The 24/7 Gallery Menu offers freshly prepared meals any time day or night, in addition to the free a.m. Kitchen Skillet™ served daily for guests, featuring hot breakfast items, fresh fruit and more. The Odds & Ends program also has guests covered with items they may have forgot and can buy, borrow or enjoy for free. Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 180 locations in the United States, Armenia, Costa Rica, India, Mexico, Puerto Rico and the Netherlands. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

ABOUT HEGG COMPANIES

Hegg Companies Inc. is a private equity real estate firm based in Sioux Falls, South Dakota. The third-generation, family-owned

business specializes in all aspects of commercial real estate. The company has demonstrated success across the spectrum of commercial real estate disciplines, including hospitality development and management, multi-family development and management, and commercial property development.

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 December 31, 2013, the Company's worldwide portfolio consisted of 548 properties in 48 countries. For more information, please visit www.hyatt.com.

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