

Hyatt and Folio Fine Wine Partners Host National Art Student Competition to Design Wine Label and Win a \$5,000 Scholarship

CHICAGO, IL (October 15, 2014)— Hyatt and Folio Fine Wine Partners today announced that the *Canvas Artist Series Contest* is now open for entry. Sponsored by Hyatt, and open to enrolled art students in the United States, the contest gives students with a love and passion for fine art the opportunity to create a signature wine label for Canvas wine bottles beginning in 2015. Additionally, the four winners will each receive a \$5,000 scholarship to their art schools.

Canvas was created in 2007 by Folio Fine Wine Partners—a Napa Valley wine company owned by the Michael Mondavi Family—for Hyatt hotels and resorts throughout the U.S., Canada, and the Caribbean. Michael Mondavi and his son, Rob Mondavi, Jr., president of winegrowing at Folio Fine Wine Partners, worked closely with Hyatt’s food and beverage team to develop food-friendly, approachable California wines that would appeal to the discerning Hyatt customer.

Between October 1 and December 15, 2014, qualified art students in the United States may submit an original piece of art depicting the characteristics of one of four Canvas varietals, which include:

- **Cabernet Sauvignon** – cedar, tobacco, rich dark fruit, and hints of oak and spice.
- **Chardonnay** – pure fruit and toasty oak.
- **Pinot Noir** – aromas of vivid red fruit with hints of spice and oak.
- **Pinot Grigio** – crisp flavors, lemon zest, and hints of nutmeg and lavender.

Judges will select three finalists for each varietal whose artwork will be displayed on the Canvas Wines website. Online public voting will take place between January 5 and January 31. Internal judges will select final winners on February 15, when one winner for each Canvas varietal will be announced. The signature wine labels will be introduced to Canvas wine bottles beginning in 2015.

“This is the seventh year that Hyatt and Folio Fine Wine Partners have collaborated on Canvas,” said John O’Connell, corporate director of Food & Beverage, Hyatt. “And, this is the fourth year of the Canvas Student Artist Series Contest. We are pleased to report that the contest continues to grow in recognition amongst both schools and students. In fact, some university professors are even incorporating the contest into their curriculums as both a teaching tool and competitive incentive. This is precisely the collaborative and collective result we hoped for, and students reap the rewards.”

“The name Canvas represents an art of living, and also refers to the artisanal approach we took when making the wine,” said Michael Mondavi, founder and “coach,” Folio Fine Wine Partners. “We are pleased to encourage students with the same passion and respect for art to create something unique, original, and long-lasting for our wines.”

The Canvas Artist Series contest was developed to celebrate the creative union between Hyatt and Folio, and to invite art students across the country to be rewarded for their creativity. The scholarship prize is consistent with Hyatt [Thrive](#), Hyatt’s global corporate social responsibility philosophy, which is based on [Environmental Sustainability](#), [Economic Development & Investment](#), [Education & Personal Advancement](#), and [Health & Wellness](#).

Recognized as a leading innovator in hotel food and beverage, Hyatt offers its guests five Canvas handcrafted, artisan varietals – Cabernet Sauvignon, Merlot, Chardonnay, Pinot Grigio and Pinot Noir – bringing added variety and excellence to the Hyatt dining experience.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Entry period begins on 10/1/14 and ends at 11:59:59 p.m. ET on 12/15/14. Open to legal residents of any 1 of the 50 U.S. states or D.C., who are at least 18 years old and the age of majority in their primary state of residence at the time of entry and who are full time students in an accredited post-secondary art program or at an art academy in any 1 of the 50 U.S. states or D.C. Void where prohibited by law. SUBJECT TO FULL OFFICIAL RULES available at www.canvasartistseries.com. There will be 2 rounds of judging to select the Grand Prize winners. Artwork only will be judged as follows in the 1st round based on: (1) originality of creative interpretation of the Varietal Characteristics of Canvas Wines: Cabernet Sauvignon, Chardonnay, Pinot Grigio or Pinot Noir (75%); and (2) how well the Entry invokes and inspires the Canvas brand (25%). Canvas Merlot is not a varietal included in this contest. Based on these criteria, 12 finalists (3 per varietal) will advance to the 2nd round. Finalist entries will be judged as follows in the 2nd round: (1) on-line vote (20%); (2) originality of creative interpretation (as detailed for 1st round judging criteria) (50%); and (3) originality and appeal of Finalist’s written description of his or her Artwork inspiration and career aspirations (30%). One Finalist per varietal category will be selected as a Grand Prize Winner. See full Official Rules for judging/voting process and prize details. ARV of each Grand Prize: \$5000. Except where prohibited by law, each Finalist and Grand Prize winner must be willing to undergo a background check and participate in phone interview(s), photo shoot(s),

meeting(s) and/or public appearance(s) to qualify to receive the Grand Prize. Limit 1 entry per person and per email address. Sponsor: Hyatt Corporation, a Delaware corporation: 71 South Wacker Drive, Chicago, Illinois 60606. For more information and full contest rules, please visit www.canvasartistseries.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, license, own and develop hotels, resorts, branded residences and vacation ownership properties under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Zilara™**, **Hyatt Ziva™**, **Hyatt Residences®** and **Hyatt Residence Club®** brand names and have locations on six continents. As of June 30, 2014, the Company's worldwide portfolio consisted of 563 properties in 48 countries. For more information, please visit www.hyatt.com.

About Folio Fine Wine Partners

Folio Fine Wine Partners was founded in 2004 by Michael Mondavi and his wife, Isabel, with their children, Dina and Rob. Folio is an importer, fine wine agency and producer of quality wines from the world's premiere and emerging wine regions, providing sales, marketing and public relations services to wine brands from California, Italy, Austria, Germany and Spain. Wines under the Michael Mondavi Family Estate include Animo, Emblem, Isabel Mondavi and M by Michael Mondavi. From Italy, are the wines of Arnaldo Caprai, Attems, Bruno Giacosa, Coppo, DalForno Romano, Danzante, Donnafugata, Marchesi de' Frescobaldi, Luce della Vite, Tenuta dell' Ornellaia and Villa Sandi. The Spanish portfolio includes Artadi, Capafons-Ossó, Fillaboia, Leda, Nita, Palacios Remondo and Vall Llach, with Laurenz V (Austria), and Prinz von Hessen (Germany) completing the portfolio. www.foliowine.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.

CONTACT:

Aurelia Vazquez
Hyatt Hotels & Resorts
312-780-2140
Aurelia.Vasquez@hyatt.com

<https://stage.mediaroom.com/hyatt2/2014-10-15-CALLING-ALL-ART-STUDENTS-2014-CANVAS-ARTIST-SERIES-OPEN-FOR-ENTRY>