

2023 NBA G League Winter Showcase to be held Dec. 19-22. League will also bring on greater Orlando Sports Commission as sponsor of NBA G League Winter Showcase

CHICAGO (Sept. 14, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) and the NBA G League today announced a new multi-year sponsorship that makes Hyatt the Official Integrated Resort Partner of the NBA G League. The league will also bring on the Greater Orlando Sports Commission as a sponsor of NBA G League Winter Showcase to support the event at the Orange County Convention Center in Orlando, Fla., for the next four years.

As a cornerstone of Hyatt's sponsorship, the 2023 Winter Showcase will take place Dec. 19-22 at [Hyatt Regency Orlando](#) and the Orange County Convention Center, bringing the NBA G League's premier in-season scouting opportunity to the Southeast for the first time.

To connect NBA G League fans and World of Hyatt members, the league and Hyatt will also be activating on the sponsorship through a variety of assets, including digital and social media, signage and hospitality.

"The NBA G League is thrilled to work with Hyatt and the Greater Orlando Sports Commission to bring the 2023 NBA G League Winter Showcase to Orlando," said Shareef Abdur-Rahim, NBA G League President. "We're looking forward to working with Hyatt on enhancing the experience for players and team personnel at one of the NBA G League's marquee events."

"Hyatt is pleased to welcome the NBA G League Winter Showcase with an effortless and unforgettable resort experience at Hyatt Regency Orlando," said Laurie Blair, Vice President, Global Marketing, Hyatt. "Our passion for offering World of Hyatt members and guests world-class service and unique stay experiences naturally extends to players and personnel. We look forward to introducing them to Hyatt's global portfolio of desirable destinations and rooting for them across all our markets."

"We are so proud to partner with the NBA, in collaboration with our partners here in Orlando at the Orange County Convention Center, Visit Orlando, Orange County and our hotel partners, as we prepare to host the NBA G League Winter Showcase for the next four years," said Jason Siegel, President & CEO of the Greater Orlando Sports Commission. "We are confident that the players, administrators, coaches and NBA executives will have an incredibly positive experience while they are visiting our community."

The NBA G League Winter Showcase will be the culmination of the Showcase Cup. During the Showcase Cup, teams are placed into [four regions](#) and play 14 games exclusively against one another in NBA G League markets. The teams with the best winning percentage in each region, along with the next four teams with the best winning percentages regardless of region, will advance to compete for the Showcase Cup Championship in a single-elimination tournament during Winter Showcase. The remaining teams will each play two games outside of the Showcase Cup Tournament at the Winter Showcase.

The complete game and broadcast schedule for the Winter Showcase will be released at a later date. The schedule for the Showcase Cup portion of the 2023-24 season is available [here](#).

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

For further information:

About the NBA G League

The NBA's official minor league, the NBA G League prepares players, coaches, officials, training and front-office staff for the NBA while acting as the league's research and development laboratory. Featuring 31 teams, 29 with direct affiliations to NBA franchises for 2023-24, the league offers elite professional basketball at an affordable price in a fun, family-friendly atmosphere. 55 percent of all players on end-of-season 2022-23 NBA rosters boasted NBA G League experience. In fostering the league's connection to the community, its teams, players and staff promote health and wellness, support local needs and interests, and assist in educational development through NBA Cares programs.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 76 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by**

Secrets, Hyatt Ziva®, Hyatt Zilara®, Zoëtry® Wellness & Spa Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Hyatt Vivid Hotels & Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith™, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's *Timeless Collection*, including in the *Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Hyatt Vacation Club®, Hyatt Place®, Hyatt House®, and UrCove* brands; *Boundless Collection*, including in the *Miraval®, Alila®, Andaz®, Thompson Hotels®, Dream® Hotels, Hyatt Centric®, and Caption by Hyatt®* brands; *Independent Collection*, including in the *The Unbound Collection by Hyatt®, Destination by Hyatt®, and JdV by Hyatt®* brands; and *Inclusive Collection*, including in the *Impression by Secrets, Hyatt Ziva®, Hyatt Zilara®, Zoëtry® Wellness & Spa Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Hyatt Vivid Hotels & Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas* brands. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With more than 36 million members, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the [FIND](#) platform; as well as the benefits of Hyatt's strategic loyalty collaborations with American Airlines AAdvantage®, Small Luxury Hotels of the World™ and Lindblad Expeditions. Travelers can enroll for free at hyatt.com, download the World of Hyatt app for [android](#) and [IOS](#) devices and connect with World of Hyatt on [Facebook](#), [Instagram](#), [TikTok](#) and [Twitter](#).

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