

Now World of Hyatt and Exhale loyalists can earn and redeem points for prioritizing total mind and body wellness practices

CHICAGO (October 4, 2018) – Today, [Hyatt Hotels Corporation](#) (NYSE:H) and Exhale announced the integration of Exhale into the World of Hyatt loyalty program, allowing members the ability to earn and redeem points for fitness classes and spa therapies, and enjoy additional elite-tier-level benefits at participating Exhale locations. This announcement follows Hyatt’s acquisition of Exhale in August 2017, leveraging Exhale’s industry expertise to add increased value to the World of Hyatt loyalty program, while giving guests access to fitness classes and spa therapies designed to provide a total wellbeing experience. Now, World of Hyatt members have access to even more earning and redemption opportunities through Exhale.

“Hyatt is committed to caring for people so they can be their best and is continuously adding new ways to reward members for taking care of their mind and body,” said Amy Weinberg, senior vice president, World of Hyatt. “Through the integration of Exhale into the World of Hyatt loyalty program, we are continuing to lead the industry by bringing unique wellness centered offerings and meaningful benefits to members and guests beyond traditional hotel experiences, while providing more value for World of Hyatt members.”

“Exhale joining World of Hyatt is truly unique to the marketplace. Both Exhale and Hyatt are steering the industry- both in the spa and fitness space as well as the hotel space, as we join forces to offer loyalty benefits to guests who prioritize everyday wellbeing,” said Annbeth Eschbach, chief executive officer, Exhale. “Now, our guests and members can earn towards their next vacation or Exhale visit by engaging in Exhale’s transformational fitness classes and spa therapies at participating Exhale locations. This holistic loyalty program rewards behaviors that foster everyday health and wellness, while underscoring our shared commitment to helping guests be their best.”

Additional Member Benefits

World of Hyatt members can take advantage of the following earning and redemption opportunities and enjoy these elite-tier-level benefits at participating Exhale locations:

- World of Hyatt members earn 10 Base Points per eligible dollar spent at participating Exhale locations
- World of Hyatt Credit Cardmembers will earn four (4) Bonus Points per eligible dollar spent on their card at participating Exhale locations
- Hyatt Credit Cardmembers will earn three (3) Bonus Points per eligible dollar spent on their card at participating Exhale locations
- World of Hyatt members will receive their standard tier Bonus Points on eligible spend (10% Discoverist, 20% Explorerist, 30% Globalist)
- World of Hyatt members can redeem points for individual fitness classes or select spa therapies
 - Members can redeem 2,000 World of Hyatt points for fitness classes
 - Members can redeem 12,000 World of Hyatt points for a 60 minute massage or a 60 minute facial
- World of Hyatt members have access to a number of benefits by tier, including:
 - **Globalists:** Free access to individual Exhale classes when staying at Hyatt hotels on an Eligible Rate or Free Night Award, Room Upgrade Award, or a Points + Cash Award plus (1) free Week of Wellbeing (unlimited fitness classes and retail/spa discounts at a participating Exhale location)
 - **Explorerists:** One (1) free Week of Wellbeing (unlimited fitness classes and retail/spa discounts at a participating Exhale location)

In order to enjoy these earning, redemption and elite tier benefits, World of Hyatt members must connect their World of Hyatt account to their Exhale account on exhalespa.com/world-of-hyatt.

In addition to these loyalty member rewards and benefits, Exhale offers a number of results-oriented services for those who are looking to stay revitalized in their everyday routine, whether that be at home or on the road. To support the launch, Exhale is introducing the “Destination: Wellbeing” package, a specially curated offer at participating Exhale locations aimed at benefiting on-the-go travelers who seek mind and body rejuvenation. “Destination: Wellbeing” combines key Exhale fitness and spa offerings, including a HIIT 30 fitness class and Cranialsacral Massage, giving guests and members the opportunity to earn points and experience a unique regimen that helps transform both mind and body during and after travel.

World of Hyatt members are able to earn 10 World of Hyatt Base Points on every eligible dollar spent on the “Destination: Wellbeing” package, offered at participating Exhale locations with a spa. The total cost of this package is \$160 USD at participating Exhale locations in NYC, and \$150 USD at all other participating Exhale locations. To learn more about the “Destination: Wellbeing” package, visit exhalespa.com/destination-wellbeing.

Commitment to Wellbeing

This announcement is the latest of many new initiatives from Hyatt demonstrating its commitment to helping guests reach their personal wellbeing goals. In 2017, Hyatt created a new wellness category in the Hyatt portfolio through acquiring the Miraval brand, which caters to self-improvement and a life in balance. World of Hyatt members are able to enjoy loyalty benefits at Miraval Arizona Resort & Spa through the World of Hyatt program.

In addition to its acquisitions, the World of Hyatt program recently launched *FIND* – an extended way for eligible World of Hyatt members to earn and redeem points on wellbeing focused experiences. Further, the World of Hyatt Credit Card recently launched, which includes a fitness Bonus category that rewards members for purchases on fitness club and gym memberships.

“More than ever, Hyatt is committed to helping its guests prioritize their wellbeing, and I could not be more excited about Exhale joining the World of Hyatt loyalty program to help make this happen,” said Mia Kyracos, senior vice president & global head of wellbeing, Hyatt. “This truly is a leading step in the industry that demonstrates how hospitality, spa and fitness can go hand-in-hand, ultimately making it easier and more rewarding for consumers to care for their wellbeing each and every day.”

For more information on World of Hyatt and member benefits, please visit <https://worldofhyatt.com>.

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

Please note that FIND experiences are not available in the European Economic Area or for residents of the European Economic Area. All other World of Hyatt members are eligible to participate in FIND experiences.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 14 premier brands. As of June 30, 2018, the Company's portfolio included more than 750 properties in more than 55 countries across six continents. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top colleagues, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Andaz®**, **Hyatt Centric®**, **The Unbound Collection by Hyatt®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Hyatt Residence Club®** and **exhale®** brand names. For more information, please visit www.hyatt.com

About Exhale

Exhale is a unique wellbeing brand that addresses both mind and body through spa and fitness. Dedicated to total wellbeing, Exhale has 23 locations in the U.S. and the Caribbean offering dozens of proprietary boutique fitness class and award-winning healing spa therapies. For more information, please visit www.exhalespa.com.

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