



HYATT  
PLACE®

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**For Immediate Distribution...**

**HYATT PLACE® NAMED TOP MID-SCALE FULL SERVICE BRAND  
BY J.D. POWER AND ASSOCIATES**

***Next Generation Hotel Concept Claims Coveted J.D. Power and Associates Award in First Year of Consideration***

**CHICAGO, IL – August 5, 2008** – Hyatt Hotels & Resorts today announced that *Hyatt Place*®, which has grown to 118 hotels nationwide since its 2006 launch, has been named the top mid-scale full service brand in the *J.D. Power and Associates* 2008 North America Hotel Guest Satisfaction Index<sup>SM</sup>.

“*Hyatt Place* was designed to be a next generation concept and was the result of some of the most extensive customer research ever undertaken by Hyatt,” said Mark Hoplamazian, president and chief executive officer, Global Hyatt Corporation. “The fact that our guests have recognized *Hyatt Place* in this way in its first year of consideration is a testament to our associates who engage with our guests everyday. We are focused on continuing to expand *Hyatt Place* so that we may serve more markets in North America and eventually, around the world, as we remain dedicated to delivering superior service and value to our guests.”

Hoplamazian also acknowledges the role played by Hyatt’s development community in contributing to the brand’s success. “The select group of developers with whom we are partnering to expand *Hyatt Place* deserve credit for providing excellent input that we have used to enhance the appeal of *Hyatt Place* as a brand.”

According to the J.D. Power and Associates study, *Hyatt Place* received the highest rankings possible in nearly every key measure of the guest experience, including guestroom, hotel services, hotel facilities and costs and fees.

**HYATT PLACE BACKGROUND**

*Hyatt Place* was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today’s “24/7 lifestyle,” seamlessly merging personal and professional activities. To help guests achieve this lifestyle, *Hyatt Place*

more...

offers an atmosphere of casual hospitality with a balanced mix of comfortable and functional amenities.

- **Guestrooms:** For work, guests can take advantage of the complimentary Wi-Fi, oversized desk and ergonomic chair in each room. And when it's time to relax, they can stretch out on the eight-foot Cozy Corner sectional sofa-sleeper and watch their favorite shows on the room's 42-inch flat panel, high-definition television. Each room's innovative Hyatt Plug Panel™ also allows guests to connect their own entertainment media to the television, including laptops, MP3 players, DVD players or any other portable device. At bedtime, the signature Hyatt Grand Bed™ ensures guests will enjoy a peaceful night's sleep.
- **Gallery:** An innovative welcoming arrival area where guests are greeted by a Gallery Host who assists guests with everything from check-in to preparing a freshly made snack, the Gallery offers two self-registration kiosks, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an "e-room" with free access to public computers and a printer with secure print-ahead technology.
- **Mealtime:** Guests at *Hyatt Place* may purchase signature hot breakfast entrées along with Starbucks® specialty coffees or enjoy a free continental breakfast. *Hyatt Place* also offers a variety of freshly prepared, café-quality items, including made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host.
- **StayFit@Hyatt:** To help guests stay physically and mentally productive, each *Hyatt Place* offers a StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment.

Travelers are raving about *Hyatt Place* hotels already open in and around more than 115 locations nationwide, including Atlanta, Chicago, Cincinnati, Dallas, Washington, D.C., Houston and Tampa. There will be 130 *Hyatt Place* hotels open by year-end 2008 in key business and leisure markets throughout the country.

### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

### **About Hyatt Place**

Hyatt Place, a new kind of Hyatt for today's relaxed lifestyle, combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Catering to today's discerning travelers, Hyatt Place currently offers more than 115 locations nationwide and will offer 130 hotels by year-end 2008. Hyatt Place is a brand of Global Hyatt Corporation. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit [www.HyattPlace.com](http://www.HyattPlace.com).

### **About Global Hyatt Corporation**

**Global Hyatt Corporation**, one of the world's premier hotel companies with properties in 45 countries, provides authentic hospitality to guests through a passionate commitment to personalized service, cultural relevance, and the environment. Headquartered in Chicago, the

company's affiliates own, operate, manage and franchise Hyatt-branded hotels and resorts under **Park Hyatt®**, **Andaz™**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Resorts™**, **Hyatt®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brands. Hyatt operates 368 hotels worldwide and currently has properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, and operator of **Hyatt Vacation Club®**. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting **[www.hyatt.com](http://www.hyatt.com)**.

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