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## Hyatt adding fifth Hyatt Place in Central Florida

In addition to four previously announced conversions of Central Florida AmeriSuites hotels to the new extended-stay Hyatt Place concept, **Global Hyatt Corp.** says it will build a fifth Hyatt Place in Lake Mary.

Groundbreaking on the new 158-room property -- and four other hotels around the country -- will take place later this month.

Hyatt announced Friday that the Lake Mary hotel, located at Interstate 4 and Lake Mary Boulevard, is being developed by Sunshine Hotel Group and is scheduled to open this fall.

In Orlando, the first two AmeriSuite conversions, the Hyatt Place Orlando/Convention Center on International Drive and Hyatt Place Orlando/Universal on Caravan Court, are set to open by the end of March.

Two additional former AmeriSuites located near Orlando International Airport will open during the second half of this year. The cost for the conversions is between \$2 million-\$2.5 million per property. Hyatt did not put a price on the new hotel costs.

Hyatt plans to have a total of 50 converted Hyatt Place hotels open throughout the country and 120 by December, says Jim Abrahamson, Global Hyatt's senior vice president, acquisitions and development.

Every Hyatt Place hotel will feature new amenities, including free Wi-Fi access; Hyatt's signature Grand Bed, an 8-foot sleeper sofa, a work desk and ergonomic chair, a 42-inch flat-panel high-definition television and a plug panel that allows guests to connect their own entertainment media to the high-definition TV.

Hyatt Place hotels also will feature a lobby with a self-registration kiosk, a coffee and wine cafe and bakery, free Wi-Fi, a TV den and an e-room with free access to a public computer and printer.

Alison Kal, vice president of marketing for Hyatt Corp.'s SHG brands, says the Hyatt Place brand is the company's first foray in developing a hotel based on psychographics rather than demographics. And, she says, it's appealing to a particular mindset rather than age, race or other physical characteristics.

"This is our opportunity to focus on the needs of the traveler's lifestyle," says Kal. "Rather than having a brand that falls along the line of what's out there, we thought we could create a new hotel environment in the way people lead their lives today."

Hyatt Place falls into the upscale and select service segments of the market, meaning there are multiple creature comforts and amenities, but no full-service restaurant or spa.

In addition to the new hotel in Lake Mary, Hyatt says other new hotels scheduled to break ground in February include:

- Seattle/downtown, a 158-room hotel, being developed by Kauri Investments and InterMountain Management, scheduled to open summer 2008 as part of a mixed-use complex
- South Bend/Mishawaka, Ind., a 117-room hotel being developed by First Hospitality Group, scheduled to open spring 2008
- Jackson/Madison, Miss., a 127-room hotel being developed by InterMountain Management, scheduled to open spring 2008
- Reno International Airport, Nev., a 127-room hotel being developed by InterMountain Management, scheduled to open spring 2008

There are 214 Hyatt-branded hotels and resorts in 43 countries around the world, operating under the Hyatt, Hyatt Regency, Grand Hyatt and Park Hyatt brands. Currently, there are another 43 Hyatt hotels and resorts under development, including 15 new hotels in China.

Global Hyatt Corp. is also the owner of Orlando-based **Hyatt Vacation Ownership Inc.**, operator of the 12 **Hyatt Vacation Club** time share and fractional residential properties, **Hyatt Equities LLC** (hotel ownership), **Select Hotels Group LLC** (which owns, manages and franchises 163 AmeriSuites hotels, Hyatt Place and Summerfield Suites hotels) and **U.S. Franchise Systems Inc.** (which franchises 95 Hawthorn Suites and 272 Microtel Inns and Suites).