



CONTACT:

Siân Martin
Hyatt Hotels & Resorts
(312) 780-5797
sian.martin@hyatt.com

FOR IMMEDIATE RELEASE

HYATT RESORTS TOY BOX PROGRAM MAKES FAMILY TRAVEL FUN AND EDUCATIONAL FOR CHILDREN OF ALL AGES

In time for the holidays, Toy Box program makes planning and packing for family vacations easier

CHICAGO (November 15, 2010) – Hyatt Resorts today announced the new Toy Box program, a family friendly amenity designed to remove some of the challenges faced by parents when traveling with children. Filled with an assortment of age-appropriate toys and games for toddlers to tweens, the Hyatt Resorts Toy Box has everything a family needs to make their vacation enjoyable. The Hyatt Resorts Toy Box is powered by Toy Tips, a premiere toy testing group that does not accept payment from toy companies and thoroughly reviews toys independently through the Toy Tips Research Institute. Toy Tips carefully chooses toys based on age, educational value, and special circumstances.

Just in time for the holiday season, parents no longer need to worry about packing favorite toys because guests will be able to choose and check out fun toys during their stay. Parents will feel relieved to know that each one was tested by the Toy Tips Research Institute and is accompanied by a detailed toy report card with ratings of developmental skills their child will be learning during play.

Upon arrival at a participating Hyatt resort in the U.S. and Caribbean, families can review a Toy Box book which lists 24 toys available for complimentary check-out during their stay. From LEGO® to Tonka trucks to board games, toys are available for four different age groups, including toddler, preschool, school age, and tween as well as a whole category for families of all ages. Once returned, toys are thoroughly inspected for any broken pieces and are then cleaned with Toy Tips Toy Cleaner, a non-chemical, eco-friendly cleaner, before it is checked out by the next guest.

“Traveling with children is a unique challenge, and bringing their favorite toys can be even trickier,” said Carlos Cabrera, senior vice president of field operations, Hyatt Hotels & Resorts. “With the Hyatt Resorts Toy Box, children of all ages can have a fun-filled vacation with toys at their fingertips, helping parents to alleviate the burden of packing and carrying extra luggage.”

Additional family friendly amenities at Hyatt resorts include Camp Hyatt, one of the first resort programs created especially for kids, which offers fun, hands-on activities focusing on the culture, history and geography of each resort’s surroundings, a dedicated Kids Concierge at

each resort, and an exclusive partnership with online retailer Babies Travel Lite, delivering baby products directly to the hotel. These amenities free up parents to enjoy vacation time with their families.

Valuable packages and beautiful surroundings provide families vacationing at a Hyatt resort with a wonderful experience. The Hyatt Family Plan enables guests to add a second room for the kids to their reservation at savings of up to 50% off the “Hyatt Daily Rate.” Visit www.hyatt.com for more information and full details. In addition, each Hyatt resort offers special value and local packages throughout the year.

Hyatt resorts offer authentic, engaging experiences for guests of all ages, including creative children’s programs, world-class Hyatt Pure spas, championship golf in many locations, outdoor activities, and innovative dining options.

For more information about the Hyatt Resorts Toy Box program, please visit www.toybox.hyattresorts.com.

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 in 45 countries 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, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brand names and have locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club®** brand. As of September 30, 2010, the Company’s worldwide portfolio consisted of 447 properties. For more information, please visit www.hyatt.com.

About Toy Tips

Toy Tips, headquartered in Milwaukee, WI is the premiere independent toy testing group that does not accept fees or advertising from toy companies. All toys are tested using an academic review method through the Toy Tips Research Institute. With thousands of children testing toys all year long, Toy Report Cards are published on over 3500 toys and can be found on toytips.com. Toy Tips created and manufactures Toy Tips Toy Cleaner. It is the first all-natural non-toxic toy cleaner formulated just for toys and is not made with chemicals. For more information, please visit www.toytips.com.

#