



HYATT  
PLACE™

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## FOR IMMEDIATE RELEASE

### HYATT PLACE STARTS MORNINGS OFF RIGHT WITH A BIGGER, BETTER HOT BREAKFAST — ALL STILL FOR FREE

*National survey reveals mornings are a challenge, even for acclaimed “morning people” –  
Hyatt Place helps turn that around with the new complimentary a.m. Kitchen Skillet™ for guests*

**CHICAGO (May 16, 2012)** – Almost all Americans agree that breakfast is the most important meal of the day; but many skip it and nearly 50 percent are exhausted or “hangry” (hungry and angry) when they do. Hyatt Place understands how important a good breakfast is to any great morning and day, which is why the brand has launched the **a.m. Kitchen Skillet™**, a bigger, better breakfast that is still free for guests. In addition to the perfect balance of style and comfort with casual hospitality in a well-designed, contemporary environment, more than 100 Hyatt Place locations now offer the most unique complimentary breakfast of any select service hotel, complete with the brand’s new signature breakfast sandwiches. All 167 Hyatt Place hotels will roll out the new a.m. Kitchen Skillet by this fall.

“We always strive to enhance the guest experience, and we felt we had an opportunity to set ourselves apart from our competitors by creating a new and improved, high quality breakfast that would still be offered to our guests for free,” said Kristine Rose, Vice President of Brands for Hyatt Place and *HYATT house*. “We worked very closely with our food and beverage team to think outside the box and create something beyond just your typical scrambled eggs. Our breakfast sandwiches feature ingredients like potato rolls, Gouda cheese, Applewood smoked bacon and more, delivering a different, more exciting option to our guests that really speaks to Hyatt’s culinary creativity.”

The new a.m. Kitchen Skillet includes these breakfast stations:

- The **Skillets** station includes the following items on a rotating basis:
  - Hot breakfast sandwiches:
    - **Hyatt Place Signature Sandwich:** Potato Roll, Egg Patty, Round Applewood Smoked Bacon and Sliced Gouda Cheese
    - **Classic Muffin:** English Muffin, Egg Patty, Ham and Cheddar Cheese
    - **Sante Fé Bagel:** Whole Wheat Bagel Thin, Ham, Egg Patty, Spinach, Tomato, Chipotle Mayo
    - **Sunrise Croissant:** Croissant, Egg Patty, Spinach, Mushrooms and Muenster Cheese
    - **Southwest Biscuit:** Biscuit, Egg Patty, Pepper Jack Cheese, Tomato, Turkey, Roasted Green Salsa
  - Hot sweet items including waffles, pancakes and cinnamon French toast

- The **Bread Box** station includes fresh baked pastries and thick sourdough and multigrain breads
- The **Bowls** station includes steel-cut oatmeal, yogurt, cereal, cottage cheese, assorted toppings and fresh fruit

For a list of Hyatt Place hotels already offering the new a.m. Kitchen Skillet, visit [hyattplace.com/skillet](http://hyattplace.com/skillet).

### More on Mornings

As Hyatt Place makes mornings better with the new a.m. Kitchen Skillet, a recently conducted national survey revealed insight into how people are currently managing their mornings:

- **Rise and Shine?** Despite the fact that 54 percent of participants call themselves a “morning person,” only 32 percent wake up and think “bring it!”
  - Men are twice as likely to think “bring it!” as women.
  - Not just in hip-hop, the coastal feud continues as the West is twice as likely to wake up and think “bring it!” than the Northeast.
  - People ages 18-34 are about 40 percent more likely to be “hangry” than any other age group.
- **You’d give up WHAT?** For an extra hour of sleep, participants would rather cut communication and give up their smart phone (41 percent) or take the smelly route and give up showering (23 percent).
  - 20 percent of survey respondents said they would give up intimate time with their significant other for an extra hour of sleep. Men, you should know that women are almost three times more likely than men to opt for more sleep!
  - Although women are known to be fashionistas, 60 percent of women would give up the best dressed reputation at work for more sleep.
- **The older bird gets the worm!** The survey showed that the older you are, the more likely you are to be a “morning person.”
  - Sixty-six percent of those 45+ consider themselves morning people as compared to 39 percent of those 18-44.
  - But they don’t get all the worms — 36 percent of those surveyed age 55+ wake up wishing for 30 more minutes of sleep.
- **It’s TOO early for that!** Survey participants can deal more easily with a colleague’s bad breath (22 percent) than with a cold shower (35 percent) in the morning. Don’t use this as an excuse to stop brushing!
  - What else did participants think was unpleasant after their early morning wake-up call? Twenty percent of participants said they found it most offensive when their colleagues closed the elevator on them. Talk about elevator etiquette gone wrong!

### Morning Meltdowns Contest

Hyatt Place is paying homage to the mornings that don’t start so well with a new contest on Facebook, [Morning Meltdowns](#). Whether it’s snoozing and missing a morning meeting or spilling hot coffee during your commute, Hyatt Place fans are encouraged to share their ridiculous, most memorable morning meltdown and vote for their favorites. To help turn those lousy mornings around, the winner of the contest will win 10 free nights at any of the more than 165 Hyatt Place locations, plus a catered breakfast for his or her morning crew featuring items from the new a.m. Kitchen Skillet – delivered for free!

To enter the Morning Meltdowns contest, and for complete official rules and submission guidelines, please visit [facebook.com/hyattplace](https://facebook.com/hyattplace).\* To learn more about Hyatt Place or to find a Hyatt Place for your next trip, visit [hyattplace.com](http://hyattplace.com).

## About Hyatt Place

Launched in 2006, Hyatt Place brings to the upscale select-service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with forward-thinking technology and purposeful service. Hyatt Place hotels feature complimentary Wi-Fi access and remote printing, a 24-hour StayFit@Hyatt fitness center, a coffee and wine bar serving specialty coffees and premium wine, beer and spirits, the complimentary a.m. Kitchen Skillet™ featuring freshly prepared breakfast sandwiches, and a Grab 'n Go case stocked with sandwiches and hand tossed salads. The Guest Kitchen offers lunch and dinner entrées around the clock 24/7. Specially trained Gallery Hosts offer assistance with everything from directions to check-in to a freshly made meal. Spacious guestrooms are designed to help guests perfectly blend their lifestyle of work and play, featuring the Hyatt Grand Bed®, Cozy Corner sofa sleeper, work center, 42 inch HDTV and the Hyatt Plug Panel media center.

*The Hyatt Place Morning Meltdown:* NO PURCHASE NECESSARY TO ENTER/WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Begins 5/16/12 at 12:00:01 a.m. CT. Ends 6/29/12 at 11:59:59 p.m. CT. Open to legal residents of any 1 of the 50 US or DC who are at least 18 and the age of majority. Void where prohibited by law. Subject to full [Official Rules](#). ARV of prize: \$4000. Hotel stay portion of prize must be used by 6/1/13 and catered breakfast must be used by 12/31/12. Catered breakfast must take place w/in 20 miles from a major metropolitan city in U.S. (as determined by Sponsor). Odds depend on the # of votes received for your submission. Sponsor: Select Hotels Group, LLC, 71 S. Wacker Drive, Chicago, IL 60606.

## Methodology

The results of the "Hyatt Place Breakfast Survey" are based on an online survey of attitudes and habits related to breakfast. The study was conducted among 1,005 adult Americans' between May 2-4, 2012. The sample was drawn from ResearchNow's online consumer panel. Figures for age were weighted where necessary to bring them into line with their actual proportions in the population.

## 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 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 House™**. **Hyatt House** is changing its brand identity from **Hyatt Summerfield Suites®**. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**. As of March 31, 2012, the Company's worldwide portfolio consisted of 488 properties in 45 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## Forward-Looking Statements

*Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include statements about our plans, strategies, occupancy and ADR trends, market share, the number of properties we expect to open in the future, our expected capital expenditures, depreciation and amortization expense, interest expense and effective tax rate, estimates, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are*

*necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, general economic uncertainty in key global markets, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; our ability to successfully execute and implement our organizational realignment and the costs associated with such organizational realignment; loss of key personnel, including as a result of our organizational realignment; hostilities, including future terrorist attacks, or fear of hostilities that affect travel; travel-related accidents; changes in the tastes and preferences of our customers; relationships with associates and labor unions and changes in labor law; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; risk associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry and the markets where we operate; outcomes of legal proceedings; changes in federal, state, local or foreign tax law; foreign exchange rate fluctuations or currency restructurings; general volatility of the capital markets; our ability to access the capital markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.*

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