Hyatt Newsroom

CHICAGO (December 22, 2014) – Hyatt Hotels & Resorts and Playa Hotels & Resorts B.V. ("Playa"), a leading owner, operator and developer of all inclusive resorts in prime beachfront locations, announces the opening of Hyatt Ziva Puerto Vallarta in Mexico. The new all inclusive resort for guests of all ages is at the site of the former Dreams Puerto Vallarta. It is the culmination of an approximate $20 million expansion, renovation and repositioning that is intended to reinvent this resort destination in a way that brings effortless indulgence to the all inclusive vacation experience.

"Hyatt Ziva Puerto Vallarta is the third Hyatt all inclusive destination in Mexico, and we are thrilled to be returning the Hyatt brand to this vacationer's paradise," said Senior Vice President Carlos Cabrera, all inclusive operations, Hyatt. "Hyatt Ziva Puerto Vallarta is the perfect Mexico vacation destination for guests seeking a relaxing and pampered experience and if the chord for adventure strikes, activities on and off resort grounds abound. The resort renovation is magnificent and brings the all inclusive experience to the next level of indulgence."

"Puerto Vallarta has long been regarded as one of the most romantic destinations in Mexico, and we believe that our dedication to service from the heart and commitment to the all inclusive luxury experience will land Hyatt Ziva Puerto Vallarta as a top resort in this iconic destination," said Chief Executive Officer Alex Stadlin, Playa Resorts Management. "We know that guests will delight in all the little unexpected pleasures such as tequila sommeliers, 24-hour in-suite dining service with chef designed menus, romantic fire pits to enjoy the evening, world-class entertainment and activities, and for quiet moments, the butler service at the adult only-pool."

GRAND OPENING SAVINGS

In celebration of the grand opening, guests can book Hyatt Ziva Puerto Vallarta and enjoy savings of up to 55 percent on published rack rates. This added value is available for reservations booked and confirmed by January 9, 2015 for travel through December 15, 2015.* Guests can book Hyatt Ziva Puerto Vallarta by contacting a travel agent or calling +1 800 233 1234 or online at www.hyatt.com or www.allinclusive.hyatt.com.

ABOUT HYATT ZIVA PUERTO VALLARTA

Hyatt Ziva Puerto Vallarta is tucked away in a secluded tropical paradise on Puerto Vallarta's romantic Las Estacas Beach in what is known as the Golden Zone. Located on the southern coast of the Bahia de Banderas, the resort sports its own cloistered beach cove with 1,250 feet of beachfront on the sparkling Pacific Ocean.

This idyllic setting has been recreated and redesigned to exceed the expectations of today's traveler. A new architecturally-inspired lobby is the focal point of the resort, welcoming guests with a commanding ocean view and newly designed infinity pools. Accommodations include 335 spacious suites, featuring signature swim up suites, all styled for resort comfort with furnishings artfully arranged to capture the ocean views, as well as spa-style bathrooms with stone surfaces, walk-in showers and expansive double vanities. Dining is elevated with a selection of internationally infused a la carté restaurants and sumptuous buffet restaurants. Perfect for guests of all ages, Hyatt Ziva Puerto Vallarta offers endless activities, a fitness center, entertainment, and supervised children's activities. Adults will appreciate the adult-only pool and an imaginative array of specialty lounges. For meetings and special events the resort offers 6,500 square feet of conference space, including a ballroom and additional beautiful outdoor gardens, and beach venues perfect for weddings and special celebrations. The Zen-inspired Vitamar oceanfront spa offers peace and tranquility to any guest.

Hyatt Ziva Puerto Vallarta is five minutes from the colonial town of Puerto Vallarta and 20 minutes from the area's international airport. The landscape of the region is unlike any other in the country of Mexico. Mountains, jungle, beaches, rivers, and waterfalls invite travelers of all ages to uncover its stunning treasures. Families, couples and nature lovers can explore this destination where each activity, from whale watching to horseback riding, creates a true adventure.

For more information or to book an all inclusive vacation experience at Hyatt Ziva Puerto Vallarta, contact a travel agent or call +1 800 233 1234 or online at www.hyatt.com or www.allinclusive.hyatt.com.

The term "Hyatt" is used herein for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

**Based on availability, blackout dates may apply.*

For further information:

About Playa Hotels & Resorts

Hyatt Ziva Puerto Vallarta is owned by Playa Hotels & Resorts, B.V. and managed by Playa Resorts Management, the operational management component of Playa Hotels & Resorts. Playa's portfolio consists of a collection of 14 premier hotels comprised of 6,175 rooms that are located in prime beach locations in Mexico, the Dominican Republic and Jamaica. Playa owns and manages Hyatt Ziva Los Cabos, Hyatt Zilara Cancun, Hyatt Ziva Rose Hall and Hyatt Zilara Rose Hall in Jamaica, Hyatt Ziva Puerto Vallarta, and Hyatt Ziva Cancun, which is currently under development. The company also owns and

operates three resorts under Playa's brands, The Royal and Gran, and owns five resorts in Mexico and the Dominican Republic that are managed by a third party. Under an agreement with an affiliate of Hyatt Hotels Corporation (NYSE: H), Playa will pursue the acquisition or development of new all inclusive resort opportunities under two new Hyatt all inclusive brands – Hyatt Zilara and Hyatt Ziva. Playa will also have certain rights to operate Hyatt-branded all inclusive resorts in five Latin American and Caribbean countries. For more information visit www.playaresorts.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 strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the ***Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences®*** and ***Hyatt Residence Club®*** brand names and have locations on six continents. As of September 30, 2014, the Company's worldwide portfolio consisted of 573 properties in 48 countries. For more information, please visit ***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. 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, 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; 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; changes in the competitive environment in our industry and the markets where we operate; 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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