

Hyatt's Acquisition of AmeriSuites Gives Greater Breadth to Company's Global Frequency Program

□ As Global Hyatt Corporation completed the acquisition of AmeriSuites hotels last week, the worldwide hotel management and real estate development company began the integration process with the announcement that beginning April 1, guests of AmeriSuites hotels will be eligible to earn points towards free stays at both Hyatt hotels and AmeriSuites properties through Hyatt Gold Passport, the company's global frequent guest program. Prior to April 1, guests will continue to earn Prime Rewards points for their stays at AmeriSuites.

AmeriSuites is a leading all-suite, upscale limited service brand with 143 properties located within 32 locations across the United States.

AmeriSuites hotels will be positioned as upscale focused service hotels and will be distinguished from Hyatt's existing brand of 214 upper upscale and luxury hotels around the world, according to Doug Geoga, president of Global Hyatt Corp. Hyatt's investment into the AmeriSuites brand is intended to translate signature elements of "the Hyatt Touch" into the AmeriSuites brand and hotels. He added that the growth potential is exceptionally strong both in the U.S. and internationally, and Hyatt will analyze opportunities for further expansion in strategic markets around the world.

"Through new design, technology and entertainment elements, this new segment will reflect Hyatt's reputation for high quality customer experiences," said Geoga. "We fully expect this brand to become a segment leader, delivering outstanding value to our guests and superior economics to the owners of our hotels."

Gold Passport members may begin redeeming their Gold Passport points for free nights at AmeriSuites beginning July 1, 2005.

"Hyatt continues to add value to the Gold Passport program by providing members with more locations to earn and redeem awards," said Amy Weyman, Hyatt's vice president, Gold Passport and marketing systems. "Within the last two years, we've also added Hawthorn Suites and Hyatt Vacation Ownership properties to the Gold Passport portfolio."

A senior management team overseen by Jim Abrahamson, senior vice president of acquisitions and development for Hyatt, and industry veteran Mike Leven, founder, CEO and president of U.S. Franchise Systems, are leading the AmeriSuites strategy for Hyatt.

AmeriSuites is a segment leading, all-suite brand that has consistently received numerous awards and recognition from national U.S. publications. AmeriSuites offers attractively designed suites with upscale amenities such as in-room microwaves and refrigerators, high-speed internet access, complimentary hot breakfast daily, fitness centers and pools, business centers and meeting rooms.

Currently, there are 214 Hyatt hotels and resorts (90,000) rooms in 43 countries around the world, operating under the Hyatt, Hyatt Regency, Grand Hyatt and Park Hyatt names. In the U.S. Hyatt reservations can be made by calling (800) 233-1234 or by visiting www.hyatt.com.

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