

Guests Earn Hyatt Gold Passport Bonus Points and Doggie Certificates to LA Dogworks Hollywood Resort

LOS ANGELES (JULY 24, 2006) - Starting today, the **Hyatt Regency Century Plaza** hotel in Los Angeles offers guests and their dog special recognition with its **Hyatt Gold Pawsport** frequent pet stay program. Upon check-in, **Hyatt Gold Passport** members accompanied by their pet receive a welcome kit, and a **Hyatt Gold Pawsport** that includes the dog's name, birthday, owner information, **Hyatt Gold Passport** number and **Pawsport** stamp boxes to track visits. **Hyatt Gold Passport** members earn **500 Hyatt Gold Passport** points with each qualifying stay, while pampered pooches enjoy special canine amenities that include: a classic, plush-round 28" doggie bed and stainless steel double diner serving bowl in room upon arrival; a home-made, all-natural welcome treat; specially designed in room haute-dog menu; and an annual birthday card.

"We recognize the important role pets play in the Los Angeles community and in our guests' lives. Now with the launch of the **Hyatt Gold Pawsport** frequent stay program, the hotel accommodates our guests and their pets with luxurious accommodations and fine dining," said General Manager, David Horowitz.

Fashioned after the **Hyatt Gold Passport** program, **Gold** membership is awarded to dogs upon their first qualifying overnight at the **Hyatt Regency Century Plaza**; **Platinum** membership is awarded to dogs that record a minimum of five stays. Upon completion of the dog's fifth stay, program members receive a \$50 gift certificate to LA Dogworks Hollywood Resort; a personalized **Platinum** tier **Hyatt Gold Pawsport** identification carrier tag; and a special bonus of 1,000 **Hyatt Gold Passport** points. Upon completion of the dog's 15th stay, **Diamond** status is awarded and program members receive a \$100 gift certificate to LA Dogworks Hollywood Resort; a welcome doggy gift; a unique treat specially prepared by Executive Chef, Manfred Lassahn or activity toy; a personalized **Diamond** tier **Hyatt Gold Pawsport** identification carrier tag; and a special bonus of 2,000 **Hyatt Gold Passport** points.

Hyatt Regency Century Plaza's Executive Chef, Manfred Lassahn, created an in-room doggie menu guaranteed to make even the most well-trained dog sit up and beg. Each tail-wagging item is prepared to order and will be served only when entrees and treats are cooled at a temperature safe for doggie's palettes (pet owner's should plan on 60 minutes delivery time). Menu items cost \$5 and are made with all-natural ingredients, edible by humans. Menu items include "Bark-fest" Grrrrrr-nola and Bower's Bacon Pancakes; "Yappi-tizers" Buddy Burger and K-9 Green Bean Casserole; and "Tail-Waggin" Treats Barkin' Biscotti; Snicker-Poodles; Chef's Biscuit and Cold Nose Bark Bar.

Perfect for rest and play, the hotel's backyard grounds include grassy gardens and a designated "barking lot" complete with disposal bags and trash bin. Room rates at the **Hyatt Regency Century Plaza** start at \$209 per night; a daily \$35 service fee applies to guests traveling with their dog. For more information and reservations call 1-800-55-HYATT; 310-228-1234 or log on to: www.centuryplaza.hyatt.com

Located at 2025 Avenue of Stars in the heart of Los Angeles' fashionable Westside, the Hyatt Regency Century Plaza is often frequented by celebrities, politicians and dignitaries. All of its 726 guestrooms and suites will be wholly refurbished with new rooms available now. Additional enhancements include: a one of a kind, ground level, VIP Regency Club lounge with two floors devoted to Regency Club guest accommodations; an upscale, European style espresso bar and international newsstand; and a world class state-of-the-art fitness center and spa. Yamaguchi Salon by celebrity stylist Billy Yamaguchi, three restaurants, Chef Concierge desk, an infinity edge pool and 24-hour room service round out the iconic hotel's amenities. For reservations and more information, call: 310-228-1234. For reservations at any Hyatt hotel worldwide, call 800-233-1234 or log onto www.hyatt.com.

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