

- Hyatt Regency Brand Launches in Russia -

□ **CHICAGO (March 30, 2009)** – [Hyatt Hotels & Resorts](#) announced today its Hyatt Regency brand will debut in Russia with the April 1, 2009 opening of the 296-room [Hyatt Regency Ekaterinburg](#). Situated in Russia's fourth largest city, Ekaterinburg, the capital of the Ural region, the hotel will be the second Hyatt property in the country following Ararat Park Hyatt Moscow. Additional Hyatt development plans in Russia include Grand Hyatt Moscow Residences & Spa, the first phase of which will open this year with 18 exclusive residences for long term rental, a Hyatt Pure spa and a signature restaurant.

"Russia, with its enormous landmass and expanding population, remains a major growth market for Hyatt, and we are very proud to be the first five-star hotel operators in the Ural region. Hyatt Regency Ekaterinburg beautifully represents the juxtaposition of contemporary style and old world charm. We are delighted to add it to our global portfolio of truly amazing business hotels in city-centre locations," said Gebhard Rainer, managing director, Hyatt Hotels & Resorts – Europe, Africa, Middle East.

Design

Located in the rapidly developing financial center of the city on the bank of the Iset River and across from Drama Theatre, **Hyatt Regency Ekaterinburg** has been designed by the renowned Parisian architecture firm Valode & Pistre. In keeping with the Hyatt Regency emphasis on authenticity, the 20-story hotel will reflect the city's flavor and culture in the design of its common areas and the 296 generously sized deluxe rooms and suites.

Guestrooms

Geared towards the comfort and needs of the global business traveler, all guestrooms, including 56 suites, will be equipped with wireless Internet access and ergonomic working areas. Along with breathtaking views of the Cathedral-on-the-Blood and the Iset River, many guestrooms of Hyatt Regency Ekaterinburg will feature an open bathroom concept, complete with under-floor heating, deep soaking baths and exceptional rain showers.

In addition to these features, the spacious **Regency Suites**, with stylish Art Deco interiors and modern amenities, will include large closets and extra wardrobe space, as well as access to the Regency Club. The **Regency Club** will function as a "hotel within a hotel," offering guests an executive retreat for working or dining and the services of a dedicated concierge. Regency Club guests will enjoy complimentary continental breakfast as well as cocktails and canapes in the early evening.

The lavish 1,830 square-foot (170 sq m) Presidential suite will feature a king bedroom and marble master bath with walk-in shower and jet spa tub, an entrance foyer, dining and living areas, a kitchenette, guest bath and private board room. Every possible amenity for privacy, luxury and comfort will be available, including remote-controlled curtains.

Convention and Meeting Space

Hyatt Regency Ekaterinburg will boast impressive, technologically advanced meeting and event facilities with nearly 27,000 sq ft (2,500 sq m) of conference and banquet space including a 6,500 square-foot pillar-free ballroom (600 sq m), five meeting rooms and one boardroom.

The hotel's **Business Center** will be equipped with multimedia technology, high-speed wireless Internet access, and individual workstations. Translation services, advice on local commerce, as well as secretarial support will be available for the convenience of the global business traveler. With such sophisticated and versatile capabilities in a prime location, the new Hyatt Regency will become Ekaterinburg's key business venue.

Restaurants and Bars

Hyatt Regency Ekaterinburg will offer multiple food and beverage options with two restaurants, a lounge, and two bars. The hotel's three-meal restaurant, **Cucina**, will feature an open kitchen with a wood-burning oven and charcoal grill with an emphasis on modern Mediterranean cuisine prepared with the freshest products cooked to perfection. **Noble House**, the concept restaurant of Hyatt Regency Ekaterinburg, will offer exquisite Asian cuisine, with recipes originating from Indonesia, Malaysia, Singapore, and Bali. Contemporary design and intimate lighting underscore the cozy ambience of this upscale venue. A dedicated team of skilled, well-trained chefs will prepare authentic Asian dishes using steamers, woks and charcoal grills to ensure that traditional cooking methods are respected.

At the heart of the hotel in the lobby is the **T.Lounge**, which will allow visitors to become a part of the urban buzz of an international hotel. The lounge will serve European and Russian specialties, along with a unique selection of perfectly blended cocktails, premium coffees and teas.

On the ground floor, the **Fireside** bar will offer traditional European dining, spirits and cigars, including a selection of rare

whiskies. This haven of luxury features a mix of dining tables, plush sofas and lounge chairs, all facing the majestic fireplace.

Boudoir, the modern wine bar, will become the ideal place to meet at the end of the day to enjoy a fine wine or vintage champagne in a trendy atmosphere.

Health and Wellness

The hotel's fitness center, **The Myst**, located on the 20th floor, will house a highly sophisticated gymnasium fitted with digital cardiovascular equipment, a sauna, a hammam and a whirlpool bath, as well as a lap-size swimming pool. Hyatt Regency Ekaterinburg will be the first hotel in the city to offer a full range of spa services including the most advanced treatments and massages designed to rejuvenate mind, body and soul.

Ekaterinburg Points of Interest

Travelers exploring Ekaterinburg will discover a rich cultural heritage that includes numerous museums and theatres, as well as impressive historical and geopolitical sites.

- In Ekaterinburg, there are more than 50 museums, among them the Museum of Fine Arts, with one of the largest collections of Kasli (a kind of cast-iron sculpture traditional in the Ural Mountains), the Museum of Local Lore, History and Economy, and several museums showcasing Ural minerals and jewelry.
- Ekaterinburg is famous for its large number of theatres, where popular theatre companies such as the Ekaterinburg Academy of Ballet and Opera and the legendary Sverdlovsk Academic Theatre of Musical Comedy perform regularly. Ekaterinburg has also become the centre of New Drama, a movement of contemporary Russian playwrights.
- Ekaterinburg's Cathedral-on-the-Blood takes its name from its location, where Tsar Nicholas II and his family were assassinated during the Bolshevik Revolution. It has become an impressive memorial complex dedicated to the Romanov family, following the last Tsar's canonization by various groups tied to the Russian Orthodox Church within Russia and by the Russian Orthodox Church outside Russia.
- The famous Shigirskaya Kladovaya and Shigir Collection at a historic exhibition in Ekaterinburg includes the oldest wood sculpture in the world, the Big Shigir Idol, which is estimated to be about 9,500 years old.
- The city's Europe-Asia Obelisk marks the border between the two continents.
- Demidov, the famous entrepreneur from the first half of the 18th century and founder of the Ural's manufacturing industry, built the Leaning Tower of Nevyansk, the Ural's Tower of Pisa, in Ekaterinburg in the 1700s. The exact date is unknown.

Following the April 1 opening of the hotel's guestrooms, Cucina and T.Lounge, the Regency Club floors along with Noble House, Fireside, and Boudoir will be open mid-April and the fitness center, spa, and banquet spaces will be available in early May.

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For further information:

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