

## Writing a New Chapter on Fifth Avenue

**CHICAGO (July 1, 2010)** – Hyatt Hotels & Resorts announced today that Andaz 5<sup>th</sup> Avenue, the second Andaz property in New York and the fifth in the collection, plans to open July 5, 2010. The Andaz philosophy is that guests should feel free to express their personal style in an atmosphere that fully embraces its locale. Andaz 5<sup>th</sup> Avenue takes its design cues from its midtown Manhattan neighborhood. Striking yet timeless interiors are designed by Tony Chi to be both loft-like and evocative of the city's century-old apartment residences. A sophisticated bar, a shop carrying artisanal products made by local purveyors, and peaceful guestrooms all reflect the Andaz credo of facilitating – not forcing – the guest experience.

"We are thrilled to be opening our second Andaz in Manhattan," said Chuck Floyd, chief operating officer, North America, Hyatt Hotels Corporation. "Andaz 5th Avenue in midtown will be our second opening in New York for the brand this year. Andaz Wall Street in the financial district opened in January."

### Design

The hotel's 485 Fifth Avenue location has a storied history in fashion and retail. Built during the great era of Manhattan department stores, it was the largest and last of the Rogers, Peet & Co. department stores, later becoming the Tommy Hilfiger global headquarters before its transformation into Andaz 5<sup>th</sup> Avenue. As the first full New York City hotel designed by Tony Chi, the muted palette and exposed pipe ceilings channel industrial New York; open spaces, open kitchens and residential style furniture add a home-like feeling to the space; and factory sash windows pay homage to New York City's pre-war apartments and factories and provide unrestricted views of area icons, such as the Empire State Building and The New York Public Library directly across the street. Natural materials such as black- and white-washed poplar and rich grey basalt provide a counterpoint to the sheen of white lacquer finishes and marquis lighting. In playful contrast, a striking 14-foot vermillion painting by Carlos Capelán and a Nick Hornby sculpture represent the dynamic energy of New York City. Both the Fifth Avenue and 4<sup>th</sup> Street sides have floor-to-ceiling windows with peek-a-boo shutters, allowing natural light to flood the interiors during the day while peacefully enclosing the space at night.

### Accommodations

Of the 184 rooms, 36 are suites, six of which have terraces overlooking the grand façade of the New York Public Library. Starting at 322 square feet, the guestrooms have 12-foot ceilings and double glazed windows, making them blissfully quiet. Black-washed poplar shutters enclose the oversized bathrooms that are lined in polished travertine marble with rainfall shower heads, dual sinks, and amenities from legendary New York apothecary C.O. Bigelow. Each room has a black porcelain footbath in the shower area with a spout dedicated to filling it – perfect for relaxing feet that have spent hours pounding the pavement of one of the world's best walking cities.

The Andaz XL Two-Bedroom Terrace Suite is 1,779 square feet (166 square meters), with an expansive landscaped terrace and views of both the Hudson River and the East River. Splash Suites feature a deep egg-shaped, free-standing bathtub, positioned in the center of the oversized bathroom for the best views of the New York Public Library and the Empire State Building.

### Seasonal, Local Culinary Culture

Through the corner entrance on Fifth Avenue, guests and neighbors can visit the ground-level shop, which serves artisanal Blue Bottle coffee, and pastries and goodies from local purveyors such as Mast Brothers, a microbatch chocolate company in Williamsburg that sources cacao from family-run farms, and Beekman 1802, an upstate New York farm that produces goat milk soaps scented with seasonal ingredients. A 38-seat restaurant on the ground floor offers guests a menu in which ingredients are sourced from New York State farms and local purveyors such as Katz's Delicatessen, Sullivan Street Bakery, and the Pickle Guys – all the places that New Yorkers try to keep secret. The restaurant at Andaz 5<sup>th</sup> Avenue is open all day and into the evening.

The bar in the cellar serves small-batch liquors and a carefully curated selection of wines by the glass, along with small and medium plates to share. A knowledgeable bar staff is comprised of individuals with a natural ability to play the bon vivant host. An open kitchen serving small and medium plates allows guests to be part of the action and engage and socialize with the chefs. Two oversized, 14-foot Claro Walnut wood slabs serve as the bars helmed by expert bartenders serving beer, wine, and delicious handcrafted cocktails such as the Andaz 5<sup>th</sup> Avenue signature cocktail, the Cellar Door. In addition to the convivial space located near the bar and kitchen, guests can find plenty of nooks for quiet conversation in banquette seating or near the corner cheese room. An open ceiling exposes beams and fixtures reminiscent of industrial New York. A warm brick wall from a 1790 rural Connecticut farmhouse lines the entrance and basement walls of the bar. A "no reservations" policy underscores the unfussy philosophy, allowing a quick handcrafted cocktail to turn into a full tête-à-tête over a shared late-night dinner. To provide an atmosphere that is comfortable and enjoyable for all who visit the bar, hosts will accommodate only the number of seats available at the time.

## Meetings and Events with a New York Apartment-like Feel

The second floor holds Andaz 5<sup>th</sup> Avenue's meeting and event space, which has been aptly named Apartment 2E due to its residential, home-like layout. Once guests exit the elevators to the second floor, the expansive open kitchen is the first thing that comes into sight. Designed as "the heartbeat" of the 6,500 square-foot (593 square-meter) meeting and events space, everyone is invited to be a part of the action – sampling delicious, fresh cuisine and chatting with Andaz chefs – just like being in a friend's home. Apartment 2E is a perfect space to host events from a simple cocktail party to a business meeting to a wedding party – as a catered affair with an ambiance similar to one's own home. Many of the studios have 14-foot factory sash windows that overlook the New York Public Library, while other studios have private access to the hotel's open-air courtyard, an unexpectedly quiet oasis. All studio spaces have an open pantry with espresso makers, closets with electronic safes, and a unique "touch panel" that manages sound and light. Guests can use just one of the studios, which can accommodate groups of 16 to 100, or collapse the space into one large house party venue where up to 400 guests can mill about the studios, kitchen, bar, and courtyard.

## Neighborhood Context

One of the few Manhattan hotels located directly on Fifth Avenue, the hotel has a unique location right across the street from – and with an unparalleled view of – The New York Public Library, one of the city's grand landmarks. Andaz 5<sup>th</sup> Avenue nods to the icon with its own intimate library nook on the ground level, where a rotating collection of titles will be on display. Bryant Park, with its blossoming green space and picnic tables, is steps away. The hotel is within close walking distance of Times Square, Grand Central Station, the Empire State Building, and the shops of Fifth Avenue.

## Reservations

Andaz 5<sup>th</sup> Avenue is now accepting reservations from July 5, 2010 at a preview rate starting at \$295. Beginning September 1, rates start at \$435. Please visit [www.andaz5thavenue.com](http://www.andaz5thavenue.com) for details and booking, or call +1 212 601 1234.

## Andaz Philosophy

The Andaz philosophy is about simple, tailored hospitality and removing barriers between employees and guests. Guests will feel as if they have been welcomed into a friend's home instead of a hotel. There is no check-in desk; rather, an Andaz host checks in guests at their own pace – over a drink in the lounge or on the way to their room. Hosts are gracious and able to help with any guest wishes within Andaz 5<sup>th</sup> Avenue, and are always ready with local insider tips. Andaz 5<sup>th</sup> Avenue provides complimentary Wi-Fi throughout the hotel as well as calls to local area codes. Guests can also enjoy mini-bars stocked with snacks and non-alcoholic drinks, all free of charge and replenished daily.

The Andaz brand also includes Andaz Liverpool Street, Andaz West Hollywood, Andaz Wall Street, and Andaz San Diego. The first property, Andaz Liverpool Street in London, launched November 2007, followed by Andaz West Hollywood in January 2009, Andaz Wall Street in January 2010, and Andaz San Diego in February 2010.

## About Andaz

Global in scale while local in perspective, Andaz delivers an innovative hospitality experience and attentive, uncomplicated service designed to accommodate guests' personal preferences. Hotels in this unique collection reflect the spirit of their locale and are dedicated to creating natural and vibrant living spaces where travelers can indulge in their own personal sense of comfort and style. For more information and reservations, visit [www.andaz.com](http://www.andaz.com).

For further information:

## 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 in 45 countries 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 Summerfield Suites®** brand names and have locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club®** brand. As of March 31, 2010, the company's worldwide portfolio consisted of 434 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## Forward Looking Statements

*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, 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, the depth and duration of the current economic downturn; levels of spending in the business, travel and leisure industries as well as consumer confidence; declines in occupancy and average daily rate; 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; 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; fluctuations in currency exchange rates; general volatility of the capital markets and our ability to access the capital markets. A more complete description of these risks and uncertainties can be found in our filings with the Securities and Exchange Commission. 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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