

An industry-leading, global effort and new philosophy to provide healthy, sustainable and responsible food and beverage options for guests and associates

□ **CHICAGO (May 9, 2012)** – Hyatt Hotels Corporation today announced the launch of *Food. Thoughtfully Sourced. Carefully Served.*, a global philosophy focused on sourcing and providing food and beverage options that are good for Hyatt guests and associates, good for the planet, and good for local communities. Hyatt is the first global hospitality brand to make a commitment of this magnitude. This philosophy will guide food and beverage planning at Hyatt properties from the operational level to the guest experience. With this new global identity, Hyatt properties will work to anticipate and satisfy the evolving preferences of its guests, ensuring that travelers have more options to fit their lifestyles while staying in Hyatt hotels around the world.

Driven by insights and in-depth research, *Food. Thoughtfully Sourced. Carefully Served.* is grounded in three pillars:

- The first pillar is focused on healthy people by offering portion control, balanced offerings and natural ingredients prepared with nutrient preserving cooking techniques. Examples include gluten-free and vegetarian options, organic produce, natural meat without supplemental growth hormones or antibiotics, reduced sodium, reduced additives, beverages with all natural sweeteners such as agave nectar, hormone-free milk and real fruit juice.
- The second pillar is focused on a healthy planet by implementing sustainable practices that will improve the long-term health of people and the planet. Examples include sourcing sustainable seafood, naturally raised beef and pork, planting on-property chef's gardens, recycling programs, and new to-go containers and packaging.
- The final pillar is intended to support healthy communities by sourcing from local suppliers as well as sharing knowledge and actively supporting farmers' markets and other community events. Examples include serving at least five local ingredients on menus, partnerships with schools and local community groups, empowering Hyatt associates through education, and sponsoring local culinary schools to participate in competitions.

"At Hyatt, we want to meet the needs of the present generation without compromising what's best for future generations. We believe we have a responsibility to ensure that every one of our dishes is thoughtfully sourced and carefully served," said Susan Santiago, vice president of food and beverage, North America operations, Hyatt Hotels & Resorts. "This philosophy, which began implementation in the U.S. in mid-2011, is an effort to support the health of our guests, planet, and the local community is at the core of every food and beverage decision that is made at Hyatt properties. We are evolving the way food is purchased and served at Hyatt hotels. We believe it is what our guests deserve."

"Our goal is to continue to drive change in our industry for the benefit of our guests, associates and our communities," said Achim Lenders, vice president of food and beverage, international operations, Hyatt Hotels & Resorts. "This new direction for food and beverage operations will enable and challenge Hyatt hotels to explore new opportunities with local suppliers, reinvigorate how our guests are served, and challenge everyone to do what's best."

Food. Thoughtfully Sourced. Carefully Served. is a key component of the health and wellness pillar of Hyatt Thrive, Hyatt's global corporate responsibility platform designed to enable thriving communities.

As an outgrowth of the company's core values, Hyatt will continue to work with local community groups and organize volunteer efforts and fund raising support to improve the economic future of the people and businesses in the communities where Hyatt hotels are located. From providing cooking skills courses in local schools to supporting and hosting farmers markets, Hyatt will also continue to make an effort to support the health of guests, associates and people in the local community.

To further demonstrate its dedication to *Food. Thoughtfully Sourced. Carefully Served.*, Hyatt has joined forces with Partnership for Healthier America (PHA), which will hold Hyatt accountable for continuously improving the nutritional profile of food menus at full-service managed Hyatt properties across the U.S. over the next 10 years. This pledge marks the first of its kind by a hospitality company to PHA.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with 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 manage, franchise, own and develop hotels and resorts under the **Hyatt**®, **Park Hyatt**®, **Andaz**®, **Grand Hyatt**®, **Hyatt Regency**®, **Hyatt Place**® and **Hyatt**

House™ brands. Hyatt House is changing its brand identity from **Hyatt Summerfield Suites®** and **Hotel Sierra** in 2012. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**. As of March 31, 2012, the Company's worldwide portfolio consisted of 488 properties in 45 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. These statements include statements about our plans, strategies, occupancy and ADR trends, market share, the number of properties we expect to open in the future, our expected capital expenditures, depreciation and amortization expense, interest expense and effective tax rate, estimates, 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, general economic uncertainty in key global markets, 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; our ability to successfully execute and implement our organizational realignment and the costs associated with such organizational realignment; loss of key personnel, including as a result of our organizational realignment; 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; 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; 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; foreign exchange rate fluctuations or currency restructurings; general volatility of the capital markets; 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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