

Industry veteran and demonstrated innovator will help to build new experiences in high-growth areas

CHICAGO (Sept 25, 2017) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the selection of Mark Vondrasek as executive vice president, global head of loyalty & new business platforms, reporting to Mark Hoplamazian, president and chief executive officer. In this newly created leadership position, Vondrasek will direct Hyatt's integrated experience strategy, which currently includes the World of Hyatt loyalty platform as well as Hyatt's wellness initiatives including Miraval and exhale. Vondrasek will also be charged with creating and scaling new business opportunities, products and services.

"Mark's successful track record, working in a brand-led, global organization makes him the ideal candidate for this role," said Hoplamazian. "We are fortunate to welcome a leader with a reputation for transformation who can accelerate Hyatt's loyalty platform, advance innovative products and expand Hyatt's partnerships. This work is critical to our experience-based growth strategy and will deepen the relationship we have with our existing guests as well as expand our base of customers."

Vondrasek joins Hyatt with more than 25 years of experience in building strong brands through the effective integration of marketing and operations. Most recently, he spent 15 years in leadership roles at Starwood Hotels and Resorts, the latest of which as senior vice president and commercial services officer. In the position, Vondrasek was responsible for the Starwood Preferred Guest (SPG) loyalty program, 10 customer contact centers, mobile applications, digital initiatives, business-to-business sales strategy, revenue management and sales. During his tenure at Starwood, he spearheaded many of the company's most successful loyalty initiatives as well as oversaw Starwood's strategic marketing partnerships. Vondrasek also held previous roles at Northern Trust, Fidelity Investments and Kemper Financial Services.

"This is one of the most exciting times in the history of the travel and hospitality space. I'm intimately familiar with, and have great respect for the Hyatt brand, the company's entrepreneurial mindset and the strong foundation they've built with their loyalty platform and approach to growth and innovation," said Vondrasek. "I'm eager to collaborate with the amazing team Mark has built to accelerate the forward momentum powered by World of Hyatt, the company's movement into wellness and other opportunities to expand beyond traditional hotel stays."

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation (NYSE: H) and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13 premier brands. As of June 30, 2017 the Company's portfolio included 731 properties in 56 countries. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Andaz®**, **Hyatt Centric®**, **The Unbound Collection by Hyatt™**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Ziva™**, **Hyatt Zilara™** and **Hyatt Residence Club®** brand names and have locations on six continents. For more information, please visit www.hyatt.com.

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