World of Hyatt reunites with the top-ranked American tennis star while serving World of Hyatt members at the celebrated culinary event at Grand Hyatt Indian Wells.

CHICAGO, IL – February 27, 2026 – Hyatt Hotels Corporation (NYSE: H) announced World of Hyatt is serving up the next chapter of its tennis story by welcoming back professional tennis star Jessica Pegula, as World of Hyatt ambassador while also stepping onto the west coast court as the official hospitality partner of Taste of Tennis at Indian Wells, hosted at Grand Hyatt Indian Wells Resort & Villas. Together, these initiatives are just the beginning of World of Hyatt's reinforced commitment to creating meaningful experiences at the intersection of travel, sport, and culture.

As a returning ambassador, Pegula will continue to collaborate with World of Hyatt to bring the brand's purpose to life through storytelling, experiences, and moments that resonate with travelers and tennis fans alike. A consistent presence at the top of the women's game, Pegula exemplifies focus, authenticity, and balance, both on and off the court.

"Travel is such a big part of my life, especially during the season, and feeling comfortable and cared for makes a real difference and most recently I felt that at Park Hyatt Melbourne during the recent Open," said Pegula. "Hyatt understands what it means to create a sense of home no matter where you are in the world, and I'm excited to continue this collaboration and connect with fans around the globe, especially at Taste of Tennis Indian Wells."

In parallel, World of Hyatt is bringing its passion for elevated, destination-driven experiences to the desert through its sponsorship of Taste of Tennis Indian Wells, hosted at Grand Hyatt Indian Wells Resort & Villas ahead of the tournament in Indian Wells. Set against the backdrop of the Coachella Valley, the event brings together world-class chefs, curated food and beverage moments, and the energy of professional tennis at one of the sport's most iconic destinations.

"Indian Wells is one of the most iconic stops on the tennis circuit, and World of Hyatt is committed to showing up in a way that felt worthy of that stage," said Katie Casey, AVP of global marketing at Hyatt. "Taste of Tennis at Grand Hyatt Indian Wells lets us put our stamp on the experience while showcasing the elevated hospitality, culinary excellence, and sense of place that defines the Hyatt experience."

Through the Taste of Tennis activation at Grand Hyatt Indian Wells, World of Hyatt plans to engage guests and attendees with immersive brand moments that reflect both the spirit of its collaboration with Jessica Pegula, the tournament, and the destination, offering a distinctive blend of tennis, cuisine, and hospitality. Pegula will join Chef Angelo Sosa, acclaimed chef behind the Tía Carmen concept at Grand Hyatt Indian Wells, for a cocktail making experience for guests to enjoy. Tia Carmen focuses on wood-fired flavors and memory-driven Southwestern cuisine inspired by Sosa's Aunt "Tia" Carmen.

Dan Delgado, a mixologist from Park Hyatt Chicago will be on site curating an elevated cocktail experience that reflects the refined sophistication synonymous with the Park Hyatt brand. Guests will be invited to savor a thoughtfully crafted, Park Hyatt–inspired signature cocktail, alongside a striking electric-blue World of Hyatt creation that artfully captures the vibrancy and energy of the tournament.

Keep an eye on the courts throughout the season, World of Hyatt will be sponsoring key players, deepening its footprint in the world of tennis and connecting its global members to the passion, precision, and power of the game.

From luxurious stays to members-only moments, don't miss the chance to sign up to be a World of Hyatt member and stay tuned for more unmatched experiences and exclusive tennis moments will be coming soon.

For more information on World of Hyatt, visit world.hyatt.com.

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

About World of Hyatt
World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid Hotels & Resorts, Sunscape® Resorts & Spas, and Alua Hotels & Resorts®; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Hyatt Place®, Hyatt House®, Hyatt Studios, and UrCove. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With 64 million members and counting, World of Hyatt offers a variety of ways to earn

and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the FIND platform; as well as the benefits of Hyatt's strategic loyalty collaboration with American Airlines AAdvantage®. Travelers can enroll for free at hyatt.com, download the World of Hyatt app for android and IOS devices and connect with World of Hyatt on Facebook, Instagram, TikTok and X.

About Taste of Tennis

Taste of Tennis, a premier culinary and tennis experience that brings together world class tennis players, top chefs and fans for an evening of great food, signature cocktails and interactive experiences. These events take place in Indian Wells, Miami, and New York City. The event is produced by AYS, a woman-owned marketing and events agency founded in 1995 by Judi and Penny Lerner. In addition to owning and operating the Taste of Tennis, AYS provides customized event solutions and consultation services for clients seeking to maximize their marketing, events, sponsorship, and digital initiatives.

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