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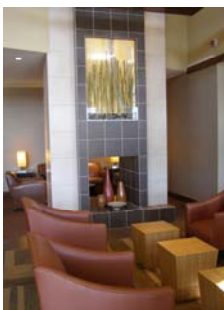
HYATT PLACE® JACKSONVILLE AIRPORT CELEBRATES GRAND OPENING



Jacksonville, FL – Monday, January 19th, 2009 – Hyatt Hotels & Resorts and a joint venture between Silver Company and MMI Hotel Group today announce the opening of Hyatt Place Jacksonville Airport, conveniently located near the Jacksonville International Airport, off I-95 and Airport Road.

The hotel will offer:

- 127 spacious guestrooms, all of which feature spa-inspired bathrooms, 42-inch LG™ HDTVs and an eight-foot sectional sofa-sleeper
- Over 1,100 square feet of meeting space
- A complimentary shuttle service within a 3-mile radius for transportation to many local businesses and attractions



In addition to Jacksonville International Airport, the hotel is also just a short drive to the River City Marketplace for restaurants, shopping, and entertainment! We are a convenient

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location to The Trade Port, JaxPort Cruise Terminal, Imeson Park, the Jacksonville Zoo, and Downtown Jacksonville.

“We believe the *Hyatt Place* guest experience will continue to set the standard for today’s multitasking travelers,” said John Parker, General Manager. “With free Wi-Fi access, freshly prepared food available 24/7, state-of-the-art in-room media options and a staff equipped to handle any task gracefully, *Hyatt Place* is equipped with everything today’s traveler needs.”

“When creating *Hyatt Place*, we extensively researched the evolving needs of contemporary travelers to identify the right combination of style, service and amenities,” said Alison Kal, vice president, marketing, Hyatt Hotels & Resorts. “Across the country, guest reactions have been tremendously positive and we’re thrilled to bring the *Hyatt Place* experience to Jacksonville.”



HYATT PLACE BACKGROUND

Hyatt Place, ranked “Highest in Guest Satisfaction among Mid-Scale Hotel Chains with Full Service” by J.D. Power and Associates, combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.

Hyatt Place was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today’s “24/7 lifestyle,” seamlessly merging personal and professional activities. To help guests achieve this lifestyle, *Hyatt Place* offers a balanced mix of comfortable and functional amenities.

- **Guestrooms:** For work, guests can take advantage of the complimentary Wi-Fi, oversized desk and ergonomic chair in each room. And when it’s time to relax, they can stretch out on the eight-foot Cozy Corner sectional sofa-sleeper and watch their favorite shows on the room’s 42-inch LG™ flat panel, high-definition television. Each room’s innovative Hyatt Plug Panel™ also allows guests to connect their own entertainment media to the television, including laptops, MP3 players, DVD players or any other portable device. At bedtime, the signature Hyatt Grand Bed™ ensures guests will enjoy a peaceful night’s sleep.
- **Gallery:** An innovative welcoming arrival area where guests are greeted by a Gallery Host who assists guests with everything from check-in to preparing a freshly made snack, the Gallery offers two self-registration kiosks, an intimate coffee and wine café and bakery, free

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Wi-Fi, a TV den and an “e-room” with free access to public computers and a printer with secure print-ahead technology.

- **Mealtime:** Guests at *Hyatt Place* may purchase signature hot breakfast entrées along with Starbucks® specialty coffees or enjoy a free continental breakfast. *Hyatt Place* also offers a variety of freshly prepared, café-quality items, including made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host.
- **StayFit@Hyatt:** To help guests stay physically and mentally productive, each Hyatt Place offers a StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment.

Hyatt Place hotels already open in 120 locations nationwide, including Atlanta, Chicago, Cincinnati, Dallas, Washington, D.C., Houston and Tampa. There will be 130 *Hyatt Place* hotels open by year-end 2008 in key business and leisure markets throughout the country.

About Hyatt Place

Hyatt Place is a new kind of Hyatt for today’s relaxed lifestyle. Hyatt Place is ranked “*Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service*” according to the J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Index StudySM. Catering to today’s discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers more than 120 locations nationwide and will offer 130 hotels by year-end 2008. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

Hyatt Place received the highest numerical score among mid-scale hotel chains with full service in the proprietary J.D. Power and Associates 2008 North America Hotel Guest Satisfaction StudySM. Study based on responses from 53,453 guests measuring 12 mid-scale hotels with full service and measures opinions of guests who stayed in a hotel May 2007-June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2007-June 2008. Your experiences may vary. Visit jdpower.com.

About Global Hyatt Corporation

Global Hyatt Corporation, headquartered in Chicago, is one of the world’s premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 45 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 365 hotels and resorts worldwide under the **Hyatt®**, **Hyatt Regency®**, **Hyatt Resorts™**, **Grand Hyatt®**, **Park Hyatt®**, **Hyatt Place®**, **Hyatt Summerfield Suites®** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club®**. The success of Global Hyatt is driven by the commitment and energy of the approximately 90,000 men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting www.hyatt.com.

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