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POOLSIDE PLEASURES, BACKYARD TREASURES AT HYATT REGENCY CENTURY PLAZA'S RENOVATED URBAN OASIS

Century City Landmark Hotel Celebrates New Cabana Culture with Value Packages

Los Angeles, CA (June 16, 2009)— Hyatt Regency Century Plaza, Los Angeles' landmark urban resort hotel, is proud to unveil its newly refurbished, "backyard oasis." Long considered one of the city's most desirable and spacious poolside settings, Century Plaza's popular infinity-edged pool is now updated with suitably fashionable furnishings and amenities to make it once again, the hottest spot to cool down.

The **Century Plaza Friends & Family Package** is available
May 15- September 7 and includes:

- Complimentary breakfast buffet for 2 adults
- Complimentary breakfast for up to four children, 12 and under
- 15% discount on Equinox Fitness Club + Spa, spa services
- 15% discount on food & beverage
- Locally inspired welcome amenity snack in-room
- 50% off a second room
- 20% discount at NationalGeographic.com



Creating its own brand of cabana culture, Century Plaza's backyard oasis is now outfitted with custom décor in a variety of bright colors that complement California's sunshine scenery. Rimming the pool are brand new European designed chaise lounge furniture, coordinating extra-large umbrellas and chic cabanas for private retreats. Envisioned as exclusive outdoor escapes, each cabana is rock-star ready and accommodates up to six people. Furnishings include two love seats for lounge style seating, day beds for cuddling or sunbathing, ceiling fans for keeping cool, high-speed Internet and WiFi for staying connected, a state-of-the-art sound system to groove to, a plasma screen television to unwind with and a personal refrigerator for vital refreshments. Cabana attendants are on sight to serve guests a variety of amenities including choices from the new pool deck menu and cabana-catering menu, which feature modern twists on classic summer fare.

More...

CP Backyard Oasis, Page 2...

Comfortable and chic, each cabana is available to hotel guests for a fee of \$75 Monday – Thursday and \$150 Friday - Sunday. Reservations may be made in advance through the hotel concierge. Cabanas are also available for daily rental for private events including bridal and baby showers, birthday parties, office retreats and celebrations of any kind. Local Angelenos may escape the heat for a daily pool and cabana fee of \$250.

Lush gardens, luxurious amenities and friendly service ensure families on holiday, as well as business travelers on reprieve receive the royal treatment. Now, Hyatt Regency Century Plaza is offering four superior value packages to meet the needs of all its local and international guests!

Plus the longer you stay, the more you save! **In June, July and August**, The Century Plaza is offering **50% off the second night** for stays booked on Thursday, Friday and Saturdays. And if you book now through July 31 (for stays valid through December 30, 2009), **get 20% off a three-night stay or 30% off a four-night stay and 3,000 Hyatt Gold Passport bonus points**. AAA and CAA members receive up to 20% off their stay, complimentary overnight valet and a full breakfast for two. For more information and reservations call 310-228-1234 or visit www.centuryplaza.hyatt.com.

Staying cool in L.A. has never been so hot!

About the Hyatt Regency Century Plaza: Located at 2025 Avenue of Stars, the Hyatt Regency Century Plaza is adjacent to Beverly Hills, in the fashionable Westside of Los Angeles. All of the hotel's 726 guestrooms and suites are wholly refurbished, designed in a clean and contemporary, yet traditional style with marble baths, Hyatt's "Grand Bed," and 32" LCD HD televisions. Now open, Equinox Fitness Club + Spa offers exclusive fitness equipment, elite level Personal Coaches, and cutting edge Group Fitness classes; while the Spa delivers results for body, mind and spirit with 14 types of massage, VIP tranquility lounge and retail boutique. Additional enhancements include: a one of a kind, ground level, VIP Regency Club; a Starbucks coffee bar; and X bar, a indoor-outdoor modern lounge featuring organic cocktails and shared plates. The famous Lobby Court & Patio, Les Clefs d'Or Concierge staff, an infinity edge pool and 24- hour room service round out the iconic hotel's amenities. For reservations and more information, call: 310-228-1234. For reservations at any Hyatt hotel worldwide, call 800-233-1234 or log onto www.hyatt.com.

About Global Hyatt Corporation

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