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HYATT REGENCY PARIS MADELEINE LAUNCHES HYATT FOR HER

Special attention and comfort for women when they travel

PARIS February 16th, 2010 – Hyatt Regency Paris Madeleine is the first Hyatt Regency hotel in the world to launch a special initiative to increase the comfort of and show special attention to women when they travel. With international travel regulations limiting the volume of liquids, creams and gels allowed on airplanes, and with bulky hair styling equipment consuming valuable luggage space, Hyatt Regency Paris Madeleine’s new in-room beauty service concept can be seen as a necessity rather than a luxury.

Understanding the lifestyle and needs of women who travel is essential to Hyatt, and internal research shows that an increasing number of female travellers would like to stay in a hotel that offers efficient and quality in-room beauty treatments.

Hyatt recognises some of the dilemmas that women face while working away – looking smart is important – but getting a manicure and pedicure or finding the right shampoo and conditioner is not always easy. “Female guests often want to feel productive and revitalised when they travel. We have created the ‘Hyatt for Her” programme to meet the demands of the modern working woman’s travel-ready lifestyle,” says Laurent Ebzant, General Manager of Hyatt Regency Paris Madeleine.

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Hair Menu: Hyatt Regency will offer a hair menu so that guests can choose the shampoo and conditioner perfect for their individual hair type and style. Developed in partnership with Kérastase, one of the world's best-known and most prestigious hair care brands, the menu will include three types of products: one for coloured hair, one for dry hair and one for weak and fine hair. The products will be present in each room on a complimentary basis and guests can choose which products suit them best.

Manicure / Pedicure and brushing Room Service: A simple and inexpensive option for manicures / pedicures and brushing is provided with "Hyatt for Her." Women can call the concierge to arrange for an in-room manicure and pedicure, with little wait and at reasonable cost.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries 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 Summerfield Suites™** brand names and have locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club®** brand. As of September 30, 2009, the company's worldwide portfolio consisted of 415 properties. For more information, please visit www.hyatt.com.