



**CONTACT:**

Karrie Leung  
Public Relations Manager  
Hyatt Hotels & Resorts  
312 780 5701  
karrie.leung@hyatt.com

**WHAT'S YOUR ANDAZ?**

***Andaz: A Distinctive New Collection of Hotels To Inspire Travelers with Unexpected Indulgences, Cosmopolitan Settings and Attentive Service***

CHICAGO (October 16, 2008) -- Personal and uncomplicated. Stylish, but timeless. With **Andaz, Hyatt Hotels & Resorts** has created a new hotel experience - a fresh, stylish blend of engaging hospitality and vibrant settings. Combining design-driven environments with warm, friendly service, **Andaz** was created with simplicity and locality in mind.

"The **Andaz** guest appreciates thoughtful service that incorporates meaningful interactions in a relaxed atmosphere," said Global Hyatt Corporation President and CEO Mark Hoplamazian. "Every aspect of the **Andaz** experience has been crafted to delight the traveler who values style and sophistication without pretension."

Launched in 2007 with **Andaz Liverpool Street** in London, **Andaz** will make its North American debut in January 2009 with the opening of **Andaz West Hollywood** on West Hollywood's Sunset Strip. Additional upcoming openings include **Andaz Wall Street** and **Andaz Fifth Avenue**, designed to express different, but equally essential, aspects of New York in 2009 and **Andaz Austin** in Austin, Texas in 2010.

**Service** - Service at **Andaz** is attentive, personal and friendly. **Andaz Hosts** are highly attuned to travelers' needs and responsive to the way those needs might shift during their stay. Relaxed, natural, and knowledgeable, hosts engage with guests and share the cultural pulse of the neighborhood with them.

**Design** - Inside and out, **Andaz** design is culturally unique, innovative and environmentally conscious. Each property reflects the local flavor and texture of its location. Teams of respected designers and architects are hand-picked for each project, from the local market and from around the world, based on their ability to execute the brand vision while paying homage to the unique personality of each neighborhood. Award winning architecture and design firms developing spaces for the new brand include Janson Goldstein LLP, Tony Chi and The Rockwell Group.

*more*

**Guest rooms** - The rooms at **Andaz** are thoughtfully planned for exceptional comfort and flexibility, whether guests are working or relaxing. From mini-bars stocked with healthy and locally-sourced treats to high-speed internet access and functional sitting areas, guests enjoy all the comforts of home in their rooms.

**Social spaces** - **Andaz** common areas are designed to accommodate a range of business and leisure activities seamlessly and naturally. The **Andaz Lounge** is an engaging, adaptable social space incorporating a variety of settings for informal meetings, friendly conversation or evening cocktails. Dedicated hosts with intimate knowledge of the local neighborhood preside over the reception area and lounge, available to offer assistance, or quickly to connect guests with neighborhood happenings.

**Dining** - At **Andaz**, hotel dining venues become neighborhood favorites. Innovative food and beverage outlets feature regional cuisine and organic, locally sourced ingredients. Chefs select products from the best purveyors to craft menus that are seasonal, simple and sophisticated. Well-informed staff provides an additional dimension to the dining experience by actively offering recommendations and suggestions.

Restaurant spaces are designed to be “of the community.” For example, at **Andaz West Hollywood**, the restaurant will feature California ingredients prepared with a simple “farm to table” approach. In a neighborhood famous for sociability, the restaurant will feature a completely open kitchen, which will serve, in a sense, as the center of the hotel – just like home – and break down barriers between guests and chefs to ensure an extremely social atmosphere.

Meeting spaces at **Andaz** aim to facilitate creativity and communication. In lieu of traditional meeting rooms, each property offers a **Studio**, a dynamic, residential-style gathering space that features the highest level of technology, and interactive open kitchens. In yet another illustration of the **Andaz** connection between hotel and neighborhood, many **Studio** spaces at **Andaz Fifth Avenue** will boast direct views of the New York Public Library and Bryant Park.

**Sensibility** - The **Andaz** sensibility is passionate and creative. It is expressed through architecture, interior design, texture and materials, graphics, art installations, music, food and cultural programming - all varying by hotel location. For example, in conjunction with the London Book Fair, **Andaz Liverpool Street** created the world’s first reader-in-residence program and hosted a read-in. Both featured London journalist and author, Damian Barr, who made himself available to read aloud to travelers in their rooms and offered “bibliotherapy” to guests in need of literary medicine. At each **Andaz**, unexpected details in guest rooms and throughout the public spaces bring the distinct personality of the location to life in surprisingly interesting and whimsical ways.

*more*

**About Andaz**

Global in scale while local in perspective, **Andaz** delivers an innovative hospitality experience blending personal preferences with attentive and uncomplicated service. This unique collection of hotels reflects the personality of each locale, and is dedicated to creating natural and vibrant living spaces where travelers can indulge in their own personal sense of comfort and style. The first property, **Andaz Liverpool Street**, in London launched November 2007. Subsequent property openings scheduled include **Andaz West Hollywood**, **Andaz Wall Street**, **Andaz Fifth Avenue** (all in 2009) and **Andaz Austin** (autumn 2010). For more information, log on to [www.andaz.com](http://www.andaz.com).

**About Global Hyatt**

**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 thousands of 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](http://www.hyatt.com).

# # #