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**For Immediate Release...**

**ANDAZ LIVERPOOL STREET BRINGS CULTURE, STYLE  
AND SOPHISTICATION TO LONDON'S EAST END**

LONDON -- November 16, 2007 marked the launch of **Andaz Liverpool Street** in London (formerly the Great Eastern Hotel). The 267-room property, located at 40 Liverpool Street, was the first property to launch under the new **Andaz** brand by **Hyatt Hotels & Resorts**.

Created in response to customer demand for a different type of experience, **Andaz** makes sophistication simple with the juxtaposition of friendly service, timeless style, and thoughtful attention to detail with a relaxed ambiance.

"**Andaz** was the result of extensive research, which told us that both travelers and developers are looking for a high quality hotel experience that is uncomplicated and relaxed, yet characterized by consistently great service," said Mark Hoplamazian, president and chief executive officer of **Global Hyatt Corporation**. "**Andaz** is an authentic and vibrant product, reflective of local culture, with a highly personal, streamlined service model."

The hotel features the **Andaz Lounge**, an engaging, adaptable social space incorporating a variety of settings for informal meetings, friendly conversation or evening cocktails. Dedicated **Andaz Hosts** with intimate knowledge of the area preside over the reception area and lounge, available to offer assistance, or quickly to connect guests with neighborhood happenings. Attentive, personal and friendly, hosts are highly attuned to travelers' needs and responsive to the way those needs might shift during their stay.

Creating multi-use living spaces designed with flexibility in mind, guest rooms are thoughtfully planned and equipped with comfortable and functional sitting areas, accommodating a variety of needs and include 'extras' such as Internet, healthy mini-bar items and local telephone calls.

Each one of the restaurants and bars is a distinctive entity with its own street entrance. From the hustle and bustle of *Eastway* and archetypal British essence of *George Pub* to the graceful Japanese intimacy of *Miyako* and sophisticated, grand nature of *1901* - each venue has a very individual approach.

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## Andaz Liverpool Street

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- **Eastway** caters to the business executive grabbing a quick bite to visitors, as well as guests stopping off for a leisurely breather. Open all day, the restaurant is all things to all people at all times of the day.
- **George Pub** attracts an eclectic mix of people who work in the area, and on weekends, serves as an ideal resting spot for visitors to the bustling markets at Brick Lane, Spitalfields and Columbia Road. Comfort food and traditional ales are served.
- **Miyako** specializes in sushi, sashimi and tempura. It's applauded for quick, light lunches and healthy evening meals.
- **Catch** is all about the seafood and the atmosphere. A historic room coupled with contemporary service, the venue creates a sense of place, offering a vibrant and dynamic dining experience.
- **Champagne Bar**, located next to Catch, provides an oasis within the bustling city. The bar is set around a dramatic horseshoe shape, and features an award-winning champagne selection. Live music is offered on Saturday evenings.
- **1901 Restaurant and Bar** is one of the capital's most magnificent modern European dining venues. The well-spaced interior is grand and dramatic, and features an expansive stained-glass dome ceiling.
- The **Andaz Studio** is London's latest private dining experience. Guests choose menu combinations from any of the property's six restaurants. With a private entrance and dynamic open kitchen, the **Andaz Studio** concept is residential in design and service and unique to the Square Mile.

**Andaz** develops and integrates cultural and design accents from its location. Cultural activities at **Andaz Liverpool Street** include:

- **Silent Cinema** - beautifully simple - guests wear wireless headphones and watch films on a full-size cinema screen. They are able to sit back and relax without the unwelcome soundtrack - no noisy neighbors and no shhhhh-ing! It's like watching a movie at home only better because you're in an amazing room full of like-minded people - and there's a bar. Guests all enjoy an individual experience - together.
- Bespoke monthly **East End Contemporary Art Tours** feature local and hard-to-find galleries and studios, which are uncovered by guides who are practicing artists.
- Selected for their local relevance over celebrity status, individuals and personalities such as the local "policeman," "lawyer," "banker," "publican," "fashion designer," "artist," "architect," and "hairdresser" have submitted their personal iPod play lists, which appear on loan iPods in the **Andaz Lounge**.

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- The hotel is a linchpin between corporate and creative East London. Regular comedy (**Sabotage**) and literary (**B-Club**) events have played host to the likes of Stephen Merchant, Stuart Lee, Will Self, Nick Hornby and Alexi Sayle.

The evolving art collection at the hotel is curated by local art collective Exhibit-K. Local up-and-coming artists such as Petro Chrisostomou and Martina Schmuecker are represented.

- Local luminaries have come together to apply East End relevant quotations to the spaces of **Andaz Liverpool Street** under the title of “Eastern Thinking.” Contributors include: Peter Newman, Jonny Woo, Barber Osgerby, Mother, Danny Sangra, Joe Hunter, Jason Bruges, Joss McKinley and Hannah Martin.

**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 reflect 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 in November 2007. Subsequent property openings include **Andaz West Hollywood**, **Andaz Wall Street**, **Andaz Fifth Avenue** (all in 2009) and **Andaz Austin** (fall 2010). For more information, log on to [www.andaz.com](http://www.andaz.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 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).

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