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FOR IMMEDIATE RELEASE

HYATT TRANSFORMS IN-ROOM TELEVISION INTO CONNECTED, INTERACTIVE ENTERTAINMENT AND CONCIERGE SERVICE

Upgrades Represent Hyatt's Long-term Goal of Becoming the Most Preferred Hospitality Company Through Innovation that Enhances the Guest Experience

CHICAGO (March 13, 2012) – Hyatt Hotels Corporation (NYSE: H) today announced it is transforming the standard in-room television into a fully connected, interactive entertainment center and virtual concierge at its full-service properties across the U.S., Canada, and the Caribbean. Once the installation is complete, guests will have access to a range of offerings that, depending on location, include interactive entertainment, hotel services, local information, and advanced features that go well beyond the technology guests today expect to see.

“Imagine a world where you can use your hotel room television to place your room service order, book a local tour, stream a movie from your Netflix account, and download a document to be printed at the front desk,” said Pete Sears, senior vice president of North America operations for Hyatt Hotels and Resorts. “This is the future hotel experience at Hyatt.”

The systems have already been installed in the nearly 1,800 guestrooms at Hyatt Regency New Orleans, Andaz 5th Avenue in New York, and most recently at the Hyatt Regency Denver Tech Center. Over the next two years, the technology will be installed in up to 60,000 guestrooms across Hyatt's North America properties.

The upgrade will allow properties to welcome their guests to the room with a personalized greeting and mood-setting music, and offer new features that include the ability to browse the Internet to visit Facebook, Netflix, YouTube and other popular websites; manage and print documents, spreadsheets and presentations; make hotel room service orders and housekeeping requests, such as new towels or extra robes; access local directions; and make dinner reservations. Meeting and group planners will also be able to use the service to send customized messages, information and updates directly to the rooms of guests attending their function.

In preparation for the upgrades, Hyatt evaluated how technologies would meet its guests' needs and expectations during a hotel stay. Insights from the research showed that guests want to use technology that match, and even go beyond, the ways in which they enjoy technology in their homes. Guests consistently cited several capabilities as especially important, including more diverse channel lineups, an interactive program guide, streaming video capability, engaging games, the ability to connect portable devices to a television, and the opportunity to access hotel information and make hotel service requests.

The new technology will be provided by Roomlinx Inc. (OTC: RMLX), a leading provider of premium hotel and resort in-room media, entertainment and business solutions. Hyatt is the first major hospitality brand to integrate Roomlinx's service across such a large number of properties and brands.

“Hyatt's decision to offer guests expanded technology and entertainment services marks a bold transition within the hotel industry,” said Michael Wasik, CEO of Roomlinx. “The consumer appetite for new and fun in-room

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technologies has been far outpacing what most hotels offer. Hyatt will now be able to further satisfy that appetite.”

Hyatt has recently launched a number of additional technologies to help enhance the guest experience, including:

- The Hyatt app for iPhone®, which allows users to search and explore hotels, book new and view existing reservations, as well as check-in and check-out while on-the-go. Guests can join, get special offers and track point balances through Hyatt Gold Passport.
- Hyatt has deployed iPads® to speed up and simplify check-outs; guests can use this technology to review their folio and have it printed or emailed without having to wait in queue for an available front desk agent.
- Hyatt’s Andaz hotels use iPads® to perform check-ins, accept payment, and provide room keys even before guests set foot in the front door or while walking to their hotel room.
- Hyatt’s Express Welcome, currently in a pilot program, allows guests at participating hotels to check-in online before arrival and retrieve their room number. Upon arrival at the hotel, guests can use their personal keycard, a special issue Gold Passport loyalty card, to open their room door.

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 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 House™**. **Hyatt House** is changing its brand identity from **Hyatt Summerfield Suites®**. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**. As of December 31, 2011, the Company’s worldwide portfolio consisted of 483 properties in 45 countries. For more information, please visit www.hyatt.com.

Forward-Looking Statements

Statements in this press release, which are not historical facts, are “forward-looking” statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include statements about our plans, strategies, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, general economic uncertainty in key global markets, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; hostilities, including future terrorist attacks, or fear of hostilities that affect travel; travel-related accidents; changes in the tastes and preferences of our customers; relationships with associates and labor unions and changes in labor law; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; risk associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry and the markets where we operate; outcomes of legal proceedings; changes in federal, state, local or foreign tax law; foreign exchange rate fluctuations or currency restructurings; general volatility of the capital markets and our ability to access the capital markets. A more complete description of these risks and uncertainties can be found in our filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent

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required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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