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INTRODUCING HYATT ANDAZ.

NEWEST BRAND FOCUSES ON PERSONAL STYLE AND CASUAL LUXURY

Global Hyatt Corporation President and CEO Mark Hoplamazian recently announced the launch of Hyatt Andaz, the company's newest addition to its global brand portfolio.

Hyatt Andaz is a new luxury brand that will allow guests to indulge their own personal sense of comfort, life and style. Top architects and interior designers around the world will create environments that express the lifestyle of the customer and the personality of the destination. Arrival and "living" areas will be styled around an open plan, including, for example, residential banquet facilities that feature an innovative kitchen area and gathering spaces.

Complementing these designs, Andaz will operate under a unique new service paradigm befitting casual luxury. The service model will enable guests to enjoy their experiences in an environment that is fluid, relaxed, uncomplicated, authentic, and without pretense or attitude.

As part of the next phase of Hyatt's accelerating worldwide growth, the first Hyatt Andaz will be in London, where the Great Eastern Hotel will be rebranded this October. Development is also underway in New York for Hyatt Andaz, including Hyatt's recently purchased property on Fifth Avenue at 41st Street, across from the New York Public Library, and 75 Wall Street in Lower Manhattan.

"I feel Hyatt is uniquely well-suited to bring this new brand to life because style, authenticity and great service without attitude are attributes that are a part of Hyatt's culture and heritage," Hoplamazian says. ■

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