



NEWS RELEASE

MEDIA CONTACT:

Laura E. Richeson, APR

Bennett & Company

407-478-4040 / LRicheson@bennettandco.com

Cell: 407-467-7912

HYATT PLACE® ORLANDO/LAKE MARY JOINS JUMPSTART'S READ FOR THE RECORD

*Hyatt Hotels & Resorts Helping to Make Early Education a National Priority
Through Record-Breaking Reading Campaign*

LAKE MARY, Fla. (October 3, 2008) – Hyatt Place Orlando/Lake Mary, the first and only hotel to open in Seminole County in 2008, participated in a global effort to highlight the importance of early childhood education through Jumpstart's Read for the Record, a national campaign that engaged hundreds of thousands of children and adults in an effort to break the world record for the largest shared reading experience.

Skye Buckner, director of sales, and Mary Napoli, sales coordinator, for Hyatt Place Orlando/Lake Mary visited Wilson Elementary School on October 2 to read the official campaign book, *Corduroy*, written by Don Freeman and published by Penguin Young Readers, to second grade classrooms and donated special-edition copies of the book to the school's library.



“As the newest hotel in Seminole County, we felt the need to immediately represent and embody Hyatt’s solid commitment to social responsibility, youth and education in the Lake Mary community. Hyatt Place Orlando/Lake Mary is honored to partake in initiatives such as Jumpstart’s Read for the Record,” said Jamie Ross, general manager Hyatt Place Orlando/Lake Mary.

“It is essential that programs such as Read for the Record are promoted within our community and others across the country in order to recognize the significance of literacy in the lives of adults and children alike,” continued Ross.

To encourage online participation among adults and children worldwide, Penguin Young Readers Group has made an interactive online version of *Corduroy* in both English and Spanish available on the Internet. The digital version was created by Pearson’s Family Education Network and is available by logging on to www.readfortherecord.org. Hyatt has also encouraged members of its Hyatt Gold Passport® loyalty program to donate points towards a financial contribution to Jumpstart.

About Hyatt Place

Hyatt Place is a new kind of Hyatt for today’s relaxed lifestyle. Hyatt Place is ranked *Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service* according to J.D. Power and Associates. Catering to today’s discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers nearly 120 locations nationwide and will offer 130 hotels by year-end 2008. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.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 approximately 90,000 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.

About Jumpstart

Jumpstart is a national early education organization that works toward the day every child in America enters school prepared to succeed. Through extraordinary attention in yearlong one-to-one relationships, Jumpstart inspires children to learn, adults to teach, families to get involved, and communities to progress together. Headquartered in Boston, Jumpstart pairs 3,500 trained adults one-to-one with preschool children in need of assistance. During the 2007-2008 program year, Jumpstart is serving 13,000 children across 20 states, in partnership with 300 early learning centers and nearly 70 universities and colleges throughout the country. Jumpstart’s national sponsors include American Eagle Outfitters, AmeriCorps, Pearson, Sodexo and Starbucks. Jumpstart is the recipient of the Fast Company/Monitor Social Capitalist Award (2004, 2005, 2006, 2007 and 2008) and the Committee to Encourage Corporate Philanthropy’s Directors Award. For more information, visit the Jumpstart Web site at www.jstart.org.