

Hyatt Place Opens Its First Hotel in Louisiana

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Hotel Opens Minutes from Downtown Baton Rouge

Hyatt Place Baton Rouge/I-10 - just minutes from downtown Baton Rouge - opens today, bringing a new type of hospitality experience to Louisiana. Hyatt Place, a new kind of hotel that complements Hyatt's full service brands, combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.

'People's lives have changed in that they are constantly multitasking, often simultaneously performing professional and personal tasks. Until Hyatt Place, there wasn't a hotel that provided an environment that allowed guests to make a transition from their daily 24/7 lifestyle to life away from home,' said Alison Kal, vice president of marketing, Hyatt Corporation. 'Now, thanks to a combination of technology, service and amenities, Hyatt Place guests can seamlessly shift from home to the hotel in a way they couldn't before.'

Hyatt Place Baton Rouge/I-10 features 126 completely renovated guest rooms and public areas. The hotel conveniently located adjacent to the upscale Mall of Louisiana and is just a short drive from Louisiana State University and downtown Baton Rouge.

HYATT PLACE BACKGROUND

Hyatt Place was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today's '24/7 lifestyle,' seamlessly merging personal and professional activities. To help guests achieve this, Hyatt Place offers an atmosphere of casual hospitality with a balanced mix of comfortable and functional amenities.

Similar to what travelers might experience at home, guests can take advantage of free Wi-Fi access, stretch out on the eight-foot Cozy Corner sofa-sleeper or work at an oversized desk in an ergonomic chair. They can also catch the evening news, the big game or the latest feature movies on the 42-inch flat panel, high-definition television offering 11 channels of high-definition programming in addition to an already impressive channel selection.

Hyatt Place guests will also have access to DIRECTV(R) Sports service, which includes NFL SUNDAY TICKET(TM) and NBA LEAGUE PASSSM as well as other professional and college sports programming. Hyatt Place guests can stay connected through the innovative Hyatt Plug Panel(TM), which allows guests to connect their own entertainment media to the high-definition TV, including laptops, MP3 players, DVD players or any other portable device. The signature Hyatt Grand Bed(TM) ensures guests can enjoy a peaceful night's sleep in the bedroom area.

Hyatt Place hotels also feature the Gallery, an innovative welcoming arrival area where guests are personally greeted by the Gallery Host who assists guests with everything from check-in to providing personal tours of the hotel. In the Gallery, guests will also find a self-registration kiosk, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an e-room with free access to public computers and a printer. Guests at Hyatt Place may purchase signature hot breakfast entrées along with Starbucks(R) specialty coffees or enjoy a free continental breakfast. Hyatt Place also offers a variety of freshly prepared, café quality items, including made-to-order entrées, sandwiches, soups, salads and pizza which guests can order 24 hours a day, seven days a week via a touch screen menu in the Guest Kitchen or from the Gallery Host.

Travelers are raving about Hyatt Place hotels already open in and around Atlanta, Chicago, Phoenix, Cincinnati, San Antonio, Nashville, Washington, DC and Louisville. There will be 120 Hyatt Place hotels open by March 2008, including locations in Dallas, Tampa, Miami, Orlando and Detroit, in addition to other key business and leisure markets throughout the country.

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