

Hyatt Hotels and Resorts Teams with Athletic-Minded Traveler(R) to Add Customized Run Routes to Its Stayfit@Hyatt Program

Joggers and walkers enjoy fresh air with confidence thanks to palm-size route maps

CHICAGO, Ill., Sept. 9 (SEND2PRESS NEWSWIRE) – Athletic-Minded Traveler(R) today announced that Hyatt Hotels & Resorts' North American properties will provide jogging and fitness-walking guests with palm-size route cards designed by Athletic-Minded Traveler(R), a leading healthy-travel and lifestyle media firm. Hyatt is the first major hospitality company to partner with Athletic-Minded Traveler and will feature the maps as part of the StayFit@Hyatt program at participating Hyatt Regency and Grand Hyatt properties.

✘ Enhancing the dynamic selection of StayFit@Hyatt workout programs that cater to fitness-conscious business and leisure travelers, these easy-to-carry cards will provide runners and walkers of all levels with essential information to help them follow healthy pursuits while away from home. The Athletic-Minded Traveler maps offer detailed directions on one side (beginning at each property's front door) and a colorful map with mileage markers on the other (routes range from 2 to 8 miles). The unique tools encourage runners to head outdoors by answering the vital questions "Where?" and "How far?"

"Our staff of active-lifestyle experts is extremely proud to provide Hyatt guests with individually-researched route maps," says Jim Kaese, Co-Founder of San Diego-based Athletic-Minded Traveler, LLC.

"Because jogging and walking are the most popular endurance activities for North Americans (e.g., even the frequent running population – 100+ days/year – is estimated at an impressive 16 million, according to the Sporting Goods Manufacturers Association) runners will always be the largest group of Hyatt guests in search of a quality fitness experience. By offering this resource, Hyatt conveys to the running and fitness-walking communities that it understands their plight of identifying legitimate routes while staying in unfamiliar destinations and aspires to accommodate their healthy lifestyle choices."

"This new service from Athletic-Minded Traveler adds a valuable component to our StayFit@Hyatt program," said Gordon Tareta, Vice President of Spa Operations for Global Hyatt Corporation. "Every participating property has been assessed by Athletic-Minded Traveler staff which is made up of fitness-conscious individuals who share our guests' interest in living a healthy lifestyle. Athletic-Minded Traveler shares Hyatt's dedication to providing

uncompromising service and is an ideal partner.”

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(R), Hyatt Regency(R), Hyatt Resorts(TM), Grand Hyatt(R), Park Hyatt(R), Hyatt Place(R), Hyatt Summerfield Suites(R) and Andaz(TM) 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(R). 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 Athletic-Minded Traveler LLC

Based in San Diego, Athletic-Minded Traveler LLC is a leading active-lifestyle media company providing unique content and resources to Fortune 500 corporate travel and wellness/work-life programs, print and online media firms, and the travel and fitness industries. Inquiries can be addressed at 1-877-272-6657 or: www.athleticmindedtraveler.com.

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Athletic-Minded Traveler