



HYATT HOTELS SIGNS PACT WITH HOTEL BOOKING SOLUTIONS

Pursuing Far-Reaching Strategy to Manage Sales Distribution Channels

ATLANTA (October 23, 2006) — Hyatt Hotels Corporation has signed an agreement with Hotel Booking Solutions Incorporated to offer another platform for various sales distribution channels to access Hyatt’s rates and inventory directly from their central reservation system.

Hyatt, which operates 215 hotels and resorts comprising more than 90,000 rooms in 43 countries around the world, along with HBSI, will be working with designated tour operators and wholesaler partners in a real-time, free-sell environment that will allow for direct shopping within their central reservation system. These sales channels will gain access to Hyatt inventory with Hyatt controlling rates and room availability in real-time. This new sales strategy increases the revenue potential for both Hyatt and its distribution partners.

HBSI brings Hyatt prearranged connections to HBSI’s Demand Partner Network™ (DPN) of leading distribution channels. The first three channels to launch with Hyatt will be Quickbook.com, Tourico, and OneTravel, all currently members of the DPN.

Through HBSI’s Demand ManagementSM technologies and services, Hyatt will more rapidly achieve robust electronic connections to third-party distribution channels, which it will then make available to the Hyatt properties around the world, helping them realize their goals.

“The true benefit of implementing HBSI’s connectivity to a number of our distribution partners is to facilitate access to our rates,” said Joan Lowell, Hyatt’s Vice President of Electronic Distribution. “This will essentially enable Hyatt hotels to serve a wider audience of buyers at a revenue managed rate. It is truly a win/win for Hyatt and its distribution channels.”

“We’re thrilled to join with an industry leader like Hyatt in developing their Demand Management discipline,” said Alan E. Young, HBSI’s Vice President of Supplier Sales. “It’s truly the convergence of revenue and channel management. Sales distribution in the travel industry remains complex and dynamic, but we’re confident that HBSI’s technology will help Hyatt aggressively pursue a multi-channel distribution strategy.”



“HBSI’s technology and services will help Hyatt connect to and manage sales distribution channels through a single interface,” said Young. “They’ll gain control of the movement of rate and availability to distribution channels helping Hyatt and its distribution channels unlock their full revenue potential.”

About Hyatt Hotels

There are 215 Hyatt hotels and resorts (over 90,000 rooms) in 43 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt®, and Park Hyatt® brands. Currently, there are an additional 38 Hyatt hotels and resorts under development, including 13 new hotels in China. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. (timeshare), Hyatt Equities, L.L.C. (hotel ownership), and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, Microtel and America's Best Inns). From the U.S. and Canada reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto www.hyatt.com.

About Hotel Booking Solutions Incorporated

Hotel Booking Solutions Incorporated provides Demand ManagementSM technologies and services that bring order and simplicity to travel distribution, enabling travel companies to unlock their full revenue potential. HBSI most recently signed Harrah’s, IHG, Intrawest, Sandals and Cendant as new customers. For more information, visit www.hotelbookingsolutions.com.

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