

HYATT PURE™ OFFERS AMERICAN EXPRESS CARDMEMBERS ANOTHER REASON TO “DON’T LEAVE HOME WITHOUT IT”

*Travelers Paying With Their American Express Card
Enjoy Complimentary Hyatt Pure Spa Treatment*

CHICAGO (January 16, 2008) – According to the Travel Industry Association, interest in spas is on the rise as almost a third of people are more interested in incorporating spa treatments into their travel than they were five years ago. With a new Hyatt Pure spa promotion that offers travelers a complimentary treatment, Hyatt Hotels & Resorts® and American Express® are making that spa experience easier than ever.

Now, whether travelers are booking a trip for business or pleasure, by booking the American Express/Hyatt Pure rate and staying two or more consecutive nights at a participating Hyatt hotel or resort worldwide, American Express cardmembers can receive a complimentary 50-minute massage. If travelers feel like a workout before or after they’ve been pampered, complimentary fitness center and pool access is included with the promotion as well. Cardmembers must request offer code AXSPA to book.

“Each Hyatt Pure spa is unique, with custom-designed elements to embrace the local environment and culture to provide an authentic indigenous experience,” explained Scott Seed, director of resort marketing for Hyatt Resorts. “This promotion, in partnership with American Express, allows us to show travelers just how exceptional our Hyatt Pure Spas are.”

After enjoying the complimentary massage, spa-goers should consider some of the other signature treatments available at Hyatt Pure spas, such as:

Spa Django, Hyatt Regency Lost Pines Resort and Spa

Hyatt Regency Lost Pines Resort and Spa is situated in the Lost Pines region of Bastrop County, Texas where a large forest of Loblolly pines thrives. Pine oil from these trees is incorporated into many of the property’s spa treatments. Essential pine oil is used in Spa Django’s body wraps for an aromatic, hydrating, and rejuvenating experience.

Spa Moana, Hyatt Regency Maui Resort and Spa

Maui's only oceanfront spa, Spa Moana at Hyatt Regency Maui Resort and Spa offers a unique "Pacific Island Renewal" using native Noni fruit (a natural and potent antioxidant), and the finishing moisturizer is loaded with a luxurious Kukui Nut Oil for maximum hydration.

Hyatt Pure spas are a collection of extraordinary spas around the world that range from resort to urban settings. Treatments draw from the local environment and culture and offer an aesthetic experience to every guest. Hyatt Pure is an anchor partner to American Express Spa Escapes, a new spa portal hosted on TravelandLeisure.com.

For reservations call 1-800-55-HYATT and ask for offer code AXSPA or visit www.hyattpure.com for more information. The Hyatt Pure Spa/American Express promotion is available through February 29, 2008.

About Global Hyatt Corporation

Global Hyatt Corporation, one of the world’s premier hotel companies, offers today’s travelers

over 735 hotels and resorts (over 136,000 rooms) in more than 44 countries. The company's affiliates own, operate, manage and franchise Hyatt branded hotels and resorts under the Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt Resorts®, Hyatt®, Hyatt Place® and Hyatt Summerfield Suites® brands. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operator of the Hyatt Vacation Club and fractional residential properties and U.S. Franchise Systems, Inc., which franchises Hawthorn Suites and Microtel Inns and Suites.

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 American Express

American Express Company is a leading global payments, network, travel and banking company founded in 1850. Merchant Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards.