

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
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FOR IMMEDIATE RELEASE
September 20, 2007

GRAND HYATT DFW INTRODUCES INDUSTRY'S FIRST iTASTE, THE VIRTUAL MENU PROGRAMS

State-of-the-art Technology Helps Guests Make Food and Wine Selections

DALLAS – September 20, 2007 – Grand Hyatt DFW, the only Grand Hyatt in the United States located at an airport and one of the most upscale hotels at any airport in the world, has taken another step towards the convergence of technology and hospitality with the introduction of two unique guest programs: iTASTE and The Virtual Menu. Utilizing state-of-the-art technology, guests may enjoy a guided cheese, chocolate or wine tasting with the iTASTE program or make entrée selections and receive recommendations on food and wine pairings from The Virtual Menu. Available exclusively at The Grand Hyatt DFW, the hotel is the first in the hospitality industry to use this type of technology to enhance the guest experience.

“The iTASTE and The Virtual Menu programs are part of our ongoing effort to provide guests with an experience that is unlike any other,” said Michael Stephens, general manager for the Grand Hyatt DFW. “We are constantly looking for new ways to utilize the latest technology in order to provide our guests with services they cannot find at any other hotel. These ongoing efforts have established the Grand Hyatt DFW as a leader in the hospitality industry.”

Guests with half an hour to spare may check out iTASTE, a unique tasting experience that will excite all five senses. For \$25, guests may check out an iPod containing a video podcast that guides users through a cheese, wine or chocolate tasting. The program is available at the Grand Hyatt's MOKA, the Epicurean Boutique/Über Coffee Bar located on the lobby level.

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The Virtual Menu is available for guests dining in the hotel's signature Grand Met restaurant, also located in the hotel lobby. With The Virtual Menu, guests can bring the artistry of each kitchen creation to their table before ever placing an order. By simply touching the vivid screen images, guests can create the perfect dining experience complete with detailed menu item descriptions and chef recommendations for food and wine pairings. Wine amateurs and aficionados can choose the perfect wine for the occasion by accessing The Virtual Menu's wine list with taster's notes and scores. The Virtual Menu does not replace the superior personal service provided by the Grand Met's wait staff. It is simply another option to enhance the overall dining experience of Grand Met's guests. After completing a virtual tour, guests place an order with their personal waiter, who is there to make further recommendations and answer questions.

Both programs were developed in conjunction with AVT Communique and The Creative Effort. Both companies are divisions of Hospitality Partners LLC, a hospitality enterprise that provides premium, high-quality in-house services and technology solutions to key hotel partners. Hospitality Partners LLC handles all technology services for the Grand Hyatt DFW, including business center operations and state of the art lighting and A/V services in the conference and meeting rooms.

"The Grand Hyatt DFW has given AVT the opportunity to do what we do best. We have enabled the Grand Hyatt DFW to go beyond what most hotels would consider the limits of technology," said Martin Kwitschau, CEO and founder of AVT. "Our mutual focus on enhancing the guest experience through new and innovative uses of technology, to make their stay extraordinary, and memorable, has made the Grand Hyatt DFW, a stand out, unlike any other hotel in the nation."



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About the Grand Hyatt DFW

Opened July 2005 as the only Grand Hyatt located at an airport and the first Grand Hyatt to be built in Texas, the 12-story, 303,675-square-foot hotel offers an unparalleled experience in hospitality for business and leisure travelers. Grand Hyatt DFW features 298 guest rooms, with 45 suites luxuriously designed with a residential ambiance, providing a personal sanctuary to meet the needs of today's discerning business traveler. The hotel provides ballroom/banquet/meeting space, a restaurant, lounge, coffee bar, rooftop heated swimming pool and fully-equipped fitness center with spa treatment rooms. All guest rooms offer a full range of amenities, such as Hyatt's signature Grand Bed, state-of-the-art 32-inch flat screen televisions with digital video-on-demand and premium cable service, over-sized bathrooms outfitted with a freestanding shower and soaking tub, a spacious granite-top work desk, high-speed wired and wireless Internet access and two in-room telephones.

DFW International Airport owns the hotel, and Chicago-based Hyatt Hotels Corporation manages the property.

For more information about the Grand Hyatt DFW, or to make a reservation, visit www.GrandHyattDFW.com. 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.

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