

New Hyatt Regency Frisco Plans for *June Opening, Invigorating Iconic City Centre*

FRISCO, Texas (May 8, 2020) – Hyatt Regency Frisco proudly announces that its doors are expected to open on June 1, 2020. Designed for productivity as well as a respite from the stress of travel, the stunning 18-story 303-room hotel, located within Frisco’s Stonebriar Centre at the intersection of Preston Road and the Sam Rayburn Tollway, will offer elevated experiences for both leisure and business travelers. Guests will arrive at the dramatic street-level entry to an open, contemporary lobby space with subtle décor and full of natural light that encompasses dining concepts and areas for working individually or in small groups. The hotel will also be accessed via the landmark shopping mall on the second floor, located between Nordstrom and Dillard’s. Frisco, Texas, a charming suburb just north of Dallas, was named after the iconic “Frisco” railroad during the golden age of railroads, which opened up the city to people and products.



The 303-room hotel will include a 27,500-square-foot conference center including the Regency and Junior ballrooms and additional breakout spaces, a large lobby bar, two restaurants, and a 3,000-square-foot satellite Frisco Public Library which will be accessible to hotel visitors and city residents. The only U.S. location for Kidzania, an experiential and educational real-life city built for children ages 4-17, will be next to the hotel and offer specials for hotel guests. Other nearby attractions include Toyota Stadium, which is home of FC Dallas major league soccer club, Frisco Discovery Center, and other entertainment attractions.

The hotel’s owner and developer Sam Moon Group entered into a public-private partnership with the City of Frisco to reinvest in and enhance Stonebriar Centre which has long been considered Frisco’s first economic engine. Sam Moon Group, which began as a family wholesale and retail business, has extended its reach to real estate with an impressive portfolio including Class A shopping centers, hotels and conference centers, mixed use developments and a golf course.

“Frisco is a modern city brimming with attractions, and the new Hyatt Regency Frisco will reflect this contemporary mindset. It’s hard to imagine that this bustling city was

once a dusty cattle drive trail that was later transformed by the railroad through the North Texas plains, and now it's a tourist destination renowned for shopping, stadiums, conventions and entertainment. Our hotel will celebrate the spirit of this vibrant community," says developer Daniel Moon.

The new Hyatt Regency Frisco was designed by HKS, Inc. Architects in a glass sheathed transitional modern style and will feature views of Frisco. Brasfield & Gorrie is the project's contractor and construction manager. Interiors by Looney & Associates will evoke a timeless Texas flavor crafted with subtle textures and colors and tactile natural materials. Soft architectural lighting and plenty of dramatic focal elements will guide guests throughout the property, ensuring a seamless, intuitive experience. "The interior design acknowledges Frisco's North Texas heritage while looking ahead to its bright future. Open, fresh and inviting characterizes our design approach," says Jim Looney, principal of Looney & Associates.

With seven sports headquarters, two sports stadiums and the National Soccer Hall of Fame within a five-mile radius of the hotel, sports enthusiasts will have their choice of teams to watch. Sports headquarters in close proximity include the Dallas Cowboys, along with their off-season practice facility, Frisco RoughRiders, Dallas Stars Hockey Club, FC Dallas, Texas Legends and Complexity Gaming, a professional sports organization. The home stadiums for FC Dallas and the Frisco RoughRiders are within five miles of the hotel.

For more information, please visit Hyatt Regency Frisco's [website](#).

About Hyatt Regency

The Hyatt Regency brand prides itself on making travel free from stress and filled with success. More than 200 conveniently located Hyatt Regency urban and resort locations in more than 30 countries around the world serve as the go-to gathering space for every occasion – from efficient personalized, high-touch business meetings to energizing family vacations. The brand offers stress-free environments for seamless gatherings and empathetic service that anticipates guests' needs. Designed for productivity and peace of mind, Hyatt Regency hotels and resorts offer a full range of services and amenities, including the space to work, engage or relax; notable culinary experiences; technology-enabled ways to collaborate; and expert meeting and event planners who can take care of every detail. For more information, please visit hyattregency.com. Follow @HyattRegency on [Facebook](#), [Twitter](#) and [Instagram](#), and tag photos with #HyattRegency.

Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results,

performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to, the short- and longer-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; actions that governments, businesses, and individuals take in response to the COVID-19 pandemic or any future resurgence, including limiting or banning travel; the impact of the COVID-19 pandemic, and actions taken in response to the COVID-19 pandemic or any future resurgence, on global and regional economies, travel, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the ability of third-party owners, franchisees or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic; the pace of recovery following the COVID-19 pandemic or any future resurgence; general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and the pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geo-political conditions, including political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases or fear of such outbreaks, such as the COVID-19 pandemic; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party property owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of acquisitions and dispositions, and our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates and operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our

franchising business; and other risks discussed in the Company's filings with the SEC, including our annual report on Form 10-K, which filings are available from the SEC. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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