

Press Release - June 1, 2012

Hyatt Place Nashville Wins "Highest LRA/Quality Evaluation Score"

NASHVILLE, TN – (June 1, 2012) The Hyatt Place/Hyatt House General Manager Conference took place May 31st where the Pillar managed Hyatt Place Nashville/Cool Springs won the 2011 Award for Highest LRA/Quality Evaluation Score for select service hotels.

Using mystery shoppers who perform unannounced quality assurance checks at Hyatt properties, LRA Worldwide measures brand assurance, brand compliance, customer experience, and specific "touch point" evaluations¹.

Stephanie Micheels, the General Manager at the Hyatt Place stated, "It is an honor to be able to represent an amazing team and the collective efforts put forth by everyone to succeed. Our team is diligent in ensuring all daily processes are complete, and they understand follow through is key to guest comfort and satisfaction. We are not without our challenges, but overall everyone is committed to doing it right."

The Hyatt Place Nashville was graded on several factors: customer service interactions, facility performance, cleanliness, and hotel condition. The property scored a 98.15 for service encounters, and a 97.32 for facility performance. Combined with other qualifying scores, the property completed the audit with an overall score of 96.92.

"Winning this award gives recognition to our team's hard work and the long hours they spend making our hotel great. They have the confidence to come in to work every day and know they're making a difference. It also allows our sales team to tell everyone we're the best of the best at what we do, and we have the proof," said Micheels.

About the Hyatt Place Nashville/Cool Springs:

Hyatt Place Nashville/Cool Springs is conveniently located minutes from the Cool Springs Galleria Mall, and is within five miles of 95 restaurants. The hotel is also near the corporate home offices of Primus, Ford Motor Credit, Community Healthcare Service, and AIM Healthcare. Our hotel features spacious guestrooms; each with the Hyatt Grand Bed™ and a 42" flat panel HDTV. We offer a daily complimentary continental breakfast, and a Guest Kitchen that serves made-to-order snacks and entrees. The e-room at the Hyatt Place Cool Springs is equipped with computers and printers for our guest's convenience and satisfaction. When you are deciding where to stay in Nashville, the Hyatt Place Cool Springs is the hotel that will strive to make your stay as comfortable as possible.

About LRA Worldwide, Inc²:

LRA Worldwide is a leading research and consulting company in the emerging discipline of Customer Experience Management (CEM). They work with their clients to help them design and deliver consistently exceptional customer experiences in order to drive customer satisfaction, loyalty and advocacy, and company growth and profitability. For more information, visit www.lraworldwide.com.

¹LRA Worldwide, Inc. "LRA Worldwide Clients Recognized as 1to1 Customer Champions." LRA News & Resources. LRA Worldwide, Inc, 20 Oct. 2011. Web. 26 June 2012. http://www.lraworldwide.com/solutions_quality_assurance.html.

²LRA Worldwide, Inc. "LRA Worldwide Clients Recognized as 1to1 Customer Champions." LRA News & Resources. LRA Worldwide, Inc, 20 Oct. 2011. Web. 26 June 2012. http://www.lraworldwide.com/press_2011-10-20_1to1.html.