



NEWS RELEASE

Zingle Teams With Hyatt as Global Guest Messaging Service

April 6, 2016 - San Diego, Calif. – [Zingle](#), a leading mobile messaging company that helps businesses better communicate with their customers, today announced that Hyatt has selected Zingle as its preferred guest messaging service for Hyatt hotels worldwide.

Zingle’s multi-channel messaging platform will allow guests to seamlessly and instantly text and message with staff at participating Hyatt hotels before, during and after their stays.

Recent trend data from KPCB reports that mobile messaging apps are now 6 of the 10 most-used apps worldwide, and mobile usage continues to accelerate, having recently eclipsed desktop and tablet usage. Following this trend, messaging is rapidly becoming the preferred method of communication, especially for travelers worldwide.

“We aren’t about tech for tech’s sake. At Hyatt, we look for ways to create experiences that scale care for our guests,” said Jeff Bzdawka, senior vice president, global hotel operations at Hyatt. “Zingle offers Hyatt hotels the ability to instantaneously build one-on-one relationships in ways our guests want to engage.”

Zingle now gives Hyatt hotels that implement the service the ability for guests to request on-demand service, whether it’s for extra hangers or restaurant recommendations.

Participating Hyatt hotels will be able to leverage Zingle’s capabilities, including messaging intelligence, automations and analytics to continually improve the guest experience.

“Hyatt is a leader in hospitality and a forward-thinker in guest experiences. We



couldn't be more proud to be selected as Hyatt's global preferred service," said Ford Blakely, founder and CEO of Zingle. "I'm confident that we will help extend Hyatt's world-class reputation for authentic and exceptional service."

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About Zingle

Zingle is a software solution that helps businesses communicate with customers via texting and other mobile messaging channels. Zingle allows businesses to engage, support and respond to customers in the new mobile messaging era. Zingle's real-time enterprise platform works on any device and provides all the software tools to deliver an instant, actionable and seamless customer service experience. Zingle pioneered the business messaging space in 2009 by being the first to offer business texting on its patented platform.

Web: Zingle.me

Twitter: [@ZingleMe](https://twitter.com/ZingleMe)

Facebook: [Zingle](https://www.facebook.com/Zingle)

###

Media Contacts:

Jenny Gensch-Ward, Zingle
Marketing & Design Manager
612.810.2854
jenny@zingleme.com

^{1 2} Source: KPCB, 2015

Stephanie Sheppard, Hyatt
Corporate Communications
312.780.5399
Stephanie.sheppard@hyatt.com