

27 January 2010

**FORTUNE FLIGHT TAKES OFF THIS LUNAR NEW YEAR AT
THE PENINSULA HONG KONG**

The sky's the limit this Lunar New Year at The Peninsula Hong Kong with a once-in-a-lifetime Fortune Flight experience that combines the traditional practice of completing a full circle at the highest elevation possible for good luck, and the modern element of doing it in style in a helicopter.

Launching on 15 February 2010, the second day of the Lunar New Year, the Fortune Flight will take guests on a five-minute tour round Hong Kong harbour, symbolic of going "full circle" and bringing infinite luck and prosperity to those who make the trip. After the helicopter ride, guests are invited to enjoy Mid-morning Tea at The Lobby. The total experience of the helicopter flight and tea is priced at an auspicious HK\$ 888 nett per person.

"Many people in Hong Kong would walk around The Peak during Chinese New Year, to take in the fresh air, appreciate the goodness they have received in the past year, and look forward to a prosperous year ahead," said Ms Rainy Chan, General Manager of The Peninsula Hong Kong. "This year, we would like to introduce an additional option – a modern twist to this tradition with the Fortune Flight, and what better way than to soar above buildings of our magnificent city!"

The Fortune Flight is scheduled to depart between 10:00 am – 11:00 am each morning, from 15 to 28 February 2010, and guests are encouraged to arrive 30 minutes before their scheduled flight time to enjoy The China Clipper, a unique aviation-themed lounge on the 30th floor of The Peninsula Hong Kong, open exclusively to those who use the helicopter service and for private events.

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Following a safety briefing, guests take to the skies in The Peninsula's twin-engine Aerospatiale Squirrel helicopter for breathtaking views over Hong Kong's metropolis, including high above the International Finance Centre (IFC) and the International Commerce Centre (ICC) observing the city's skyscrapers, sweeping around Happy Valley with full views of the racetrack, flying over to Kai Tak for a photo opportunity of Kowloon and Hong Kong, then making its way back to The Peninsula's rooftop helipad.

The Peninsula's "Fortune Flight" experience package is available daily from 15 to 28 February, 2010 and includes:

- A five-minute Victoria Harbour flight-seeing excursion between 10:00 am and 11:00 am
- Mid-morning Tea in The Lobby
- A fortune prospectus for the Year of the Tiger as interpreted by a Feng Shui master, Stephen Sung

For reservations and more information, please contact The Peninsula Hong Kong at (852) 2315-3220 or e-mail diningphk@peninsula.com.

- Remarks:
- (1) Reservations are subject to availability, and are assigned on a first come, first served basis.
 - (2) Pre-payment by cash or credit card is required for this experience.
 - (3) In the event of bad weather or unforeseen circumstances and the flight is cancelled, guests will receive a full refund.
 - (4) Guests must assemble at the Concierge desk at least 30 minutes before the scheduled flight time.
 - (5) Once the confirmation letter is sent, no changes will be permitted.
 - (6) Flights will be shared with other passengers. Seating will be assigned by the pilot on the tour day with reference to the weight of individual passengers
 - (7) Guests are required to enjoy Mid-morning Tea on the same day as the helicopter ride.
 - (8) Smart casual dress is required. No shorts/flip-flops/beach sandals/plastic footwear is permitted. Full-length trousers and shirts with sleeves are required for gentlemen.

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- (9) This offer cannot be combined with other promotions.
- (10) In case of any dispute, the hotel reserves the right to make the final decision.

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries and jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia, the USA and Europe. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (opening in 2012). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

For further information, please contact:

Ms Stephanie Sim

Director of Public Relations

The Peninsula Hong Kong

Salisbury Road, Tsimshatsui, Kowloon, Hong Kong

Telephone : (852) 2315 3010

Fax : (852) 2722 4170, 2315 3124

E-mail : stephaniesim@peninsula.com

Website : www.peninsula.com

Digital Photo Library : www.leonardo.com/peninsula

Broadcast Video Library : www.thenewsmarket.com/thepeninsulahotels