

22 April 2008

“SPOIL YOUR MOM” WEEKEND PACKAGE AT THE PENINSULA NEW YORK

*Mother’s Day Package Includes VIP Shopping at Henri Bendel and
Spectacular Savings on Accommodations*

NEW YORK – Mothers and daughters will bond over shoes, dresses and tea cakes with The Peninsula New York’s “Spoil Your Mom” Mother’s Day Package. This special offer includes all the essential elements for the perfect Mother-Daughter weekend including discounted overnight accommodations, afternoon tea and a private shopping and styling experience at Henri Bendel.

In partnership with Henri Bendel and Coup de Coeur, a bespoke shopping tour service, the “Spoil Your Mom” package extends two invitations to an exclusive Mother’s Day event at Henri Bendel, which is opening its doors early for a private morning of brunch, shopping, personal styling and beauty. This one-of-a-kind shopping experience comprises:

- Private fitting rooms stocked with a selection of fabulous clothing and accessories chosen just for Mother and Daughter by Coup de Coeur founders Amanda Doll Sheppard and Lucia Marcelle Tait and Henri Bendel personal shopper Michael Palladino
- Two \$100 Henri Bendel gift cards; and an exclusive 15% discount on all full-priced fashion, accessory & beauty purchases
- Complimentary beauty consultations by a makeup artist team from Laura Mercier; and spring styling tips from Henri Bendel and Coup de Coeur
- A delicious brunch at the Chocolate Bar Cafe, complete with Bendel's Bellinis
- A customized shopping itinerary by Coup de Coeur Shopping Tours for the rest of the day, including contacts, insider tips, VIP discounts and other perks at a variety of New York retailers.

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The “Spoil Your Mom” package is priced at a special rate of \$1,250 and includes one night’s accommodation in a Grand Luxe guestroom, Mother-Daughter Tea for two people, and two tickets to the Henri Bendel Shopping Experience on Mother’s Day (valued at \$540). The package offers a savings of more than 40 percent off the rack rate for Grand Luxe accommodations.

The “Spoil Your Mom” package is valid for one night, Saturday, May 10, 2008 for a maximum of two persons. The Mother-Daughter Afternoon Tea will take place on Saturday, May 10, with seatings from 2:30 p.m. to 4:00 p.m. The Shopping Experience will take place on Sunday, May 11, 2008 from 10:00 a.m. to 12:00 p.m. All offers are non-transferable and only valid on the above stated dates. Additional room nights are available for \$875 per night.

This offer cannot be used in conjunction with any other programs or promotions and is not valid for groups. All rates are quoted on a per unit per night basis and are subject to 13.375% City & State tax, US\$ 2 Occupancy tax per day per room and US\$ 1.50 Unit tax per day per room.

Reservations for The Peninsula New York can be made directly with the Reservations Department at tel: (212) 956-2888, fax: (212) 956-3949 or email: pony@peninsula.com. For additional information on The Peninsula New York please visit www.peninsula.com.

A 23-story, 1905 landmark building located in central Manhattan, The Peninsula New York features 185 spacious and luxurious guest rooms and 54 suites, decorated in a classic, contemporary style with art nouveau accents. The property was recently named the Best Business Hotel in New York by *Travel + Leisure*.

About Henri Bendel – www.henribendel.com

Henri Bendel, Manhattan’s legendary Fifth Avenue boutique -- known for fabulous shopping events, frequent celebrity sightings, and dramatic window displays -- has long influenced the shape of American fashion with an unmistakable sense of style and a keen eye for the new and the next in women’s accessories, cosmetics and apparel. One of New York’s chicest shopping environments; Henri Bendel is a destination for the world’s most stylish shoppers.

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About Coup de Coeur Shopping Tours – www.coupdecoeurny.com

Coup de Coeur is a stylish service providing bespoke guided shopping tours throughout Manhattan. It is the first service of its kind, in that our style guides act as the client's personal shopper for the day while they discover New York's best stores, designers and neighborhoods.

Coup de Coeur shopping tours are completely personalized. After profiling each client, a customized itinerary is generated based on their specific needs and interests. Coup de Coeur plans an entire day of shopping complete with pre-arranged merchandise, personal appointments, extended hours, special discounts and VIP treatment. Special relationships with retailers and fashion industry professionals give Coup de Coeur unique access to sales, new merchandise and special events.

Coup de Coeur shopping tours are perfect for visitors and residents of New York alike. They provide not only a guide to the city's countless retailers, but also offer the style advice and expertise of your own personal shopper. Whether a client is shopping for a wardrobe update, special event, vacation, gift or just for fun, Coup de Coeur shopping tours are a fabulous way to gain insider knowledge of New York's newest, chicest and most exciting stores and neighborhoods with ease and enjoyment.

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For further information, please contact:

Ms. Tricia Rosentreter

Regional Director of Communications

The Peninsula New York

Telephone: (1-212) 956-2888

Fax: (1-212) 903-3974

Toll-free: (800) 262-9467 (U.S.A. only)

E-mail: triciarosentreter@peninsula.com

Website: www.peninsula.com

Digital Photo Library: www.leonardo.com/peninsula