

THE PENINSULA

B A N G K O K

11 February 2010

THE PENINSULA BANGKOK

ENRICHING YOUR LIFE

As one of the world's oldest and most distinguished hospitality companies dating back to 1866, The Peninsula Hotels has lived through significant milestones; all exemplifying a remarkable account of vision and refinement in the utmost service of guests, their families, loved ones and communities. As such, The Peninsula Bangkok is delighted to impart this philosophy with The Peninsula Hotels' long-term theme "Enriching Your Life", which throughout the year revolves around a focus on "Me", "Family and Loved Ones", and "Community".

From now until April 2010, The Peninsula Bangkok's endeavours to fulfil the "Me" – with emphasis on the five senses, individual well-being, health, relaxation and rejuvenation. In line with this, the hotel unveils a selection of self-pampering pleasures that bring contentment to one's life. These include a food and beverage special offers at The Lobby, The Bar and The River Bar; an extraordinary treatment package at the Peninsula Spa by ESPA; and unique birthday celebration programmes.

Delightful for Me

At The Lobby, The Bar and The River Bar of the hotel, one can enjoy The Peninsula's very own signature Peninsula Champagne Brut at special prices – THB 3,200 for a half-bottle or THB 4,200 for a full bottle. A product of France, every bottle of The Peninsula Hotels' signature Champagne is matured according to traditional methods to attain the perfect flavour balance.

To complete this plate-pleasing experience, the Champagne is accompanied by a meticulously prepared seafood platter. Matched to satisfy even the most discerning tastes, the platter consists of fresh ocean fare, jointly selected by the hotel's Executive Chef and in-house Sommelier to harmoniously complement the drink's lively essence.

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Indulgence for Me

As an indulgent treat away from the city's hustle and bustle, guests can seclude themselves at The Peninsula Spa by ESPA, and enjoy the self-spoiling "Time for Me Treatment" package for THB 8,000++.

This package includes not only a soothing two-hour and 20-minute treatment, but a *Naturally Peninsula* light and healthy lunch from the chef's garden as well. Treatments at the spa are performed by fully qualified ESPA-trained therapists in the spirit of ancient Thai, Ayurvedic, and European traditions, and each treatment never fails to relieve an over-active mind and body.

Celebration for Me

For those who wish to commemorate their birthdays in exceptional style and in a way that goes beyond the material, a traditional Thai-style celebration is offered at THB 8,800 for two persons. This begins with a private "merit making" morning boat trip along the River of Kings, where the celebrant releases fish or eel into the water for good fortune, and then a journey to aged temples to receive birthday blessings from the monks.

This unique experience is concluded with a sumptuous lunch at Mei Jiang which includes "long life" noodles and traditional Chinese birthday buns.

Enrichment Throughout the Year

Aside from the highlights mentioned above, more surprises await guests from May to August as The Peninsula's emphasis shifts to "Family and Loved Ones". Featured are promotions that enhance quality time and celebrate special occasions with family and friends. These include "milestones of life" such as marriage proposals, fabulous weddings, anniversaries, coming-of-age festivities, and others.

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Finally, expect even more rewarding affairs from September until the year's end when The Peninsula Bangkok focuses on "Community". With this, valued guests are enjoined to participate in enjoyable yet meaningful events that aim to promote the common good in mutually beneficial and satisfying activities, for example savouring of delightful organic produce from Thailand's Royal Project which assists rural communities.

The Peninsula Hotels' Chief Operating Officer, Mr Peter C Borer, himself stated, "Family, heritage, tradition, community involvement and assured service are The Peninsula's building blocks around the world, and each hotel shapes this foundation with its own inimitable style and personality. Just as our flagship property, The Peninsula Hong Kong, has bridged magnificently the graciousness of the past 81 years and a visionary concept of the future, so does The Peninsula Hotels group that shares its name by drawing on that legacy, building its future with style and character through 'Enriching Your Life'. With this guiding principle, The Peninsula Bangkok proudly puts Mr Borer's words into action by presenting life-enriching activities available now and the rest of the year, all providing gratifying means to commemorate the milestones of life.

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange, The Hongkong and Shanghai Hotels, Limited is a holding company whose subsidiaries are engaged in the ownership and management of prestigious hotels, and commercial and residential properties in key destinations in Asia and the USA. The hotel portfolio of the Group, The Peninsula Hotels, comprises The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Shanghai (opening 2009), and Quail Lodge Resort and Golf Club in Carmel, California. The property portfolio of the Group includes The Repulse Bay complex, The Peak Tower and The Peak Tramways, St. John's Building and The Landmark in Ho Chi Minh City, Vietnam.

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