THE PENINSULA

HOTELS

16 January 2007

PENINSULA HOTELS IMPLEMENTS NIRVANA TECHNOLOGY GIFT CERTIFICATES

The Peninsula Hotels operates some of the world's most luxurious hotels in Asia, and the US. The rapid growth of on-line shopping has created a significant opportunity to provide choice to customers and guests, increase revenues and facilitate a more efficient customer service to hotel guests. This is consistent with The Peninsula Hotel Group's immediate and long-term strategy.

The Peninsula Hotels has partnered with Nirvana Technology to offer guests the ability to purchase hotel-branded gift certificates for any property on-line, from anywhere in the world, 24 hours a day, 365 days a year using any credit card and accepting any currency. The Peninsula Group has also opted to have Nirvana Technology act as the merchant of record, securing the online transactions and freeing up The Peninsula back-office staff from any additional administrative overhead.

Guests and consumers can now purchase gift certificates in various pre-defined denominations, or can decide to override the pre-defined prices and give their recipients their preferred amount. An unlimited number of gift certificates may be purchased within one transaction and with one payment record. After a purchase, the guest will receive an automatic e-mail confirmation that is formatted with The Peninsula Hotels images and other information including links for up-sell opportunities.

The Peninsula website was designed by Open World in cooperation with The Peninsula Corporate Office Marketing Team. Nirvana's Gift Certificate Management engine has been seamlessly integrated into the peninsula.com website.

According to Shane Izaks, General Manager, Information Technology, The Peninsula Hotels, "This partnership with Nirvana Technology provides both the convenience and security for our guests and customers to enjoy the "Gift of Choice". By securing the online transaction, allowing for as much choice in denomination, availability of purchase and usage options, we have made the art of giving, a truly delightful experience."

Nirvana Technology's unique payment gateway options enable secure credit card transactions to flow to each individual Peninsula Hotel based on their own respective currency and their Gift Certificate Management engine provides flexible display options where guests may be presented with pricing in the hotel currency or their own local currency or both.

The Peninsula Hotels is utilising Nirvana's enterprise-reporting capabilities to view transactions from the hotel properties based on unlimited-level hierarchical business unit relationships. This powerful reporting tool will be helpful in designing targeted marketing campaigns to improve website traffic and increase conversions. As a hosted solution, hotel management can quickly view orders for New York, or Manila, from any wired or wireless browser-enabled device, even from a cell phone!

"Nirvana is excited to have identified and created this technology to enable marketing gift certificates seamlessly using the power of the Internet," stated Dave Berkus, Chairman of Nirvana Technology. "Properties around the world are now able to offer their hospitality through convenient gift certificates which can be bought online and delivered at the speed of email or by post." Berkus continued, "We applaud Peninsula Hotels Group for its pioneering effort to offer these advantages group or chain wide and worldwide, acting as a catalyst for others to emulate. Their vision is valuable in creating and shaping this product which has already been so well received by the many that have purchased Peninsula gift certificates within these first weeks of availability."

About The Peninsula Hotels

A division of The Hongkong and Shanghai Hotels, Limited, The Peninsula Hotels operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Tokyo (opening September 2007) and The Peninsula Shanghai (2009).

About Nirvana Technology

Located in Alpharetta Georgia, Nirvana Technology, Inc. is a leading provider of enterprise-scalable ASP solutions for the hospitality industry including; leisure dynamic packaging, spa management, activity management, retail point-of-sale, webstore management and gift certificate management. All Nirvana solutions are 100% web / browser based and deployed as a true ASP from nirvana-

owned and managed servers. No on-property servers are required and no software needs to be installed locally. For additional information please call (678) 264-8332, e-mail info@nirvana-technology.com or visit www.nirvana-technology.com .

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