

21 March 2011

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for
JAPAN

“HOPE for JAPAN”

The Peninsula Hotels launches groupwide Japanese earthquake relief effort

The Peninsula Hotels today launched **“HOPE for JAPAN”**, a three-pronged initiative in each Peninsula hotel across Asia and the USA to support the victims of the recent devastating earthquake and tsunami. Comprising a donation for each guest stay, a special Japanese-themed Afternoon Tea and “The Tree of 1,000 Cranes”, **“HOPE for JAPAN”** rolls out immediately until further notice, with all proceeds donated to the Japanese Red Cross Society.

The Peninsula Hotels will make a donation for each guest stay, while guests wishing to make an additional contribution may simply request to have the amount added to their credit card upon check-out.

The signature Peninsula Afternoon Tea is celebrated around the world, and so a special Japanese Afternoon Tea will be served at each Peninsula hotel, with **“HOPE for JAPAN”** receiving 100% of the retail price of US\$50 (or the equivalent in local currency) for each Japanese Afternoon Tea set sold.

In Japan, the crane is regarded as a symbol of good fortune and longevity. Over time, the crane has also evolved as a favourite subject of the Japanese art of *origami* or paper folding, and today this tradition of folding 1,000 cranes represents a form of healing and hope during challenging times. Each Peninsula hotel will display “The Tree of 1,000 Cranes” in the Lobby, and guests are invited to make a minimum donation of US\$5 (or the equivalent in local currency) to receive an *origami* crane to hang on the tree – or, if they wish, to fold their own with Peninsula staff to teach and assist.

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THE PENINSULA

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Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). 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.

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