

THE PENINSULA

BEVERLY HILLS

8 May 2008

THE PENINSULA BEVERLY HILLS LAUNCHES THE PENINSULA ACADEMY

Guest experiences reflect the Beverly Hills lifestyle

The Peninsula Academy was created in 1997 at The Peninsula Hong Kong, to give hotel guests a personalized introduction to key aspects of the city's culture, history, lifestyle, cuisine, arts and more, through individualized classes and activities presented from a local perspective. That means experiences along the lines of Tai Chi, Calligraphy and Chinese Dumpling Making. At the Peninsula Beverly Hills, where the Peninsula Academy launched in May, 2008, it means experiences that reflect the Beverly Hills lifestyle – everything from surfing to playing movie star.

Peninsula Academy programs are available with a few days' notice, so guests can choose activities according to their interests and travel schedule. While Peninsula Academy programs are offered for one or two guests at a time, they can also be tailored for small groups if required.

Star In A Hollywood Movie

An Emmy-nominated producer and crew will film guests and their families sightseeing, shopping, surfing, relaxing by the pool – or whatever suits their fancy while in Tinsel Town. The footage will be edited into a professional-quality movie that they can watch on DVD at home. Prices start at \$2500 per day.

Discover Your Inner Surfer Dude

Learn to surf from Rod Samper, the surfer dude who taught Tom Cruise, Cindy Crawford and Harrison Ford and their families to surf. The hotel will transport guests by town car to Malibu for their private lesson, which will be followed by a picnic prepared by The Peninsula Beverly Hills' team of chefs. Prices start at \$225 per person per hour.

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Sound Like A Star

For those who tremble at the very idea of public speaking - guests can work with Bob Corff, the voice coach who taught Cate Blanchett to sound like Katherine Hepburn in “The Aviator,” and Jake Gyllenhaal to sound like a cowboy in “Brokeback Mountain.” Bob Corff also coaches top executives for Oscar-winning performances in the boardroom. Prices start from \$185 for a one-hour session at The Corff Studio.

West Coast Wellness Workout

Get in shape with *SHAPE* magazine’s “Best New Trainer of 2008” - Alonzo Cannon, who has shaped up celebs including Colin Farrell, will create customized fitness regimes for guests, and then lead them through it on the beach, on a trail in the Santa Monica Mountains or in the hotel’s fitness center. Prices from \$200 an hour.

Peninsula Academy reservations are subject to availability and advanced booking is recommended. Contact the Peninsula Beverly Hills Hotel Concierge for details. 310-551-2888 or pbh@peninsula.com

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About The Peninsula Beverly Hills

The only AAA Five-Diamond and Mobil Five-Star hotel in Southern California for 15 consecutive years, The Peninsula Beverly Hills offers 193 elegantly appointed rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. This iconic luxury hotel is home to the sumptuous Belvedere Restaurant, The Living Room, where the legendary Peninsula Afternoon Tea is served daily, The Peninsula Spa and the Rooftop Garden, a refined-resort oasis featuring a swimming pool, private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills’ legendary Rodeo Drive.

About The Peninsula Hotels

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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