

1 June 2009

**“SIMPLY PENINSULA” –
THE PENINSULA HOTELS AND ESPA LAUNCH EXCLUSIVE NEW
TREATMENT AND PRODUCT RANGE**

With six stunning Peninsula Spas by ESPA at Peninsula properties around the world, the award-winning partnership between The Peninsula Hotels and celebrated spa consultancy ESPA continues with the introduction of a new collection of *Simply Peninsula* treatments and products.

Developed exclusively by ESPA International for The Peninsula Hotels, the *Simply Peninsula* concept combines the passion, integrity and knowledge for which ESPA is renowned with the quality and exclusivity of Peninsula, resulting in a range which delivers on every level.

ESPA founder and CEO Susan Harmsworth was personally involved in creating the formulas with her chemists, to reflect the expertise and philosophy which has already gone into creating the individual spas and treatments. The products, to be retailed throughout the hotels and spas, will impart a unique difference to The Peninsula Spas by ESPA.

Over two years in development and with the formulation and approval process taking 18 months, a total of 23 essential oil blends were formulated and tested for the range during the development process. The blend development was split into two distinct ranges – Refreshing and Relaxing – comprising eight products in each, and on average, each *Simply Peninsula* product was reformulated at least five times and extensively tested before being evaluated and personally approved by Harmsworth.

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“The partnership and collaboration between two great luxury brands – The Peninsula Hotels and ESPA - have joined forces to create luxury products branded “*Simply Peninsula*” to enhance The Peninsula’s signature treatments and ceremonies that have been created over the last few years with ESPA, and to bring the heritage and culture of Peninsula spas into formulas of treatments and products which can be retailed and used within Peninsula hotels”, Susan Harmsworth said.

Peter Borer, Chief Operating Officer of The Peninsula Hotels, added “We are delighted to build on our long-standing relationship with ESPA to develop this new range of *Simply Peninsula* treatments and products, which enable our Peninsula guests to continue to enjoy their spa experiences at home”.

The *Simply Peninsula* Ceremonies

A range of treatments created exclusively by ESPA for each Peninsula Spa, Peninsula Ceremonies reference the wellness culture of each destination. A truly personal experience, each Peninsula Ceremony uses a combination of ESPA and *Simply Peninsula* products, created to meet the specific needs of the moment and drawing on Asian influences and techniques, linked together to nurture and rebalance the body in times of change, pressure and stress.

To be introduced in six Peninsula Hotels (Hong Kong, New York, Chicago, Beverly Hills, Tokyo and Bangkok) by June 2009 with the other three (Beijing, Manila and Shanghai) at a later date, The Spirit of Peninsula Body Treatment and the *Simply Peninsula* Foot Treatment are the newest regimens - two intricate, sophisticated and holistic Peninsula Ceremonies using only *Simply Peninsula* products, which fuse European concepts with Asian philosophies combined with contemporary therapy skills, resulting in the creation of a whole new treatment experience.

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When choosing a treatment, the customer will not consciously decide between ESPA or *Simply Peninsula*, but will choose the treatment which best suits their needs and desires at that moment. The two ranges work harmoniously to offer the Peninsula customer the utmost choice of treatments and experiences, with the knowledge that the product and the therapist’s techniques will be of the highest standard.

The *Simply Peninsula* products

A key component of the Peninsula Wellness programme, *Simply Peninsula* enables guests to continue their sensual adventure beyond their hotel stay. The Peninsula’s exclusive line of luxurious bath and body care products uniquely reflect a fusion of Asian, Ayurvedic and European philosophies and traditions, culminating in a range that is as sensuous and therapeutic as it is efficacious.

Available for sale from June 2009 at six Peninsula Hotels (Hong Kong, New York, Chicago, Beverly Hills, Tokyo and Bangkok) with the other three properties (Beijing, Manila and Shanghai) at a later date, the *Simply Peninsula* range comprises Body Lotion, Hand Cleanser, Shower Gel, Foam Bath, Shampoo and Conditioner (all 200 ml) and Bath Oil and Body Oil (both 100 ml), in two fragrances - Refreshing and Relaxing.

Drawing on Asian traditions which are key to the Peninsula experience all around the world, the two elements of the range focus on the need to be relaxed and rejuvenated or to be revitalised and restored. The Refreshing line of products blends essential oils of lemongrass, rosemary and wild mint which are traditionally known to uplift the spirit, restore energy levels and clear the mind, while the Relaxing line blends the purest essential oils of ylang-ylang, patchouli and clove known to help calm and soothe the mind and promote inner peace.

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Made in England in accordance with strict European regulations (to ensure minimum wastage and use of materials), the highly natural formulae contain only the purest essential oils and botanical extracts, and are paraben-, SLES-, artificial colour- and fragrance-free. The packaging is 99% recyclable.

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries and its jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia and the USA. The hotel portfolio of the Group 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 in late 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, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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