THE PENINSULA

BEVERLY HILLS

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THE PENINSULA BEVERLY HILLS

LAUNCHES "DINE & DRIVE" SUNDAY BRUNCH

- *Sunday brunch at The Belvedere comes with a ride in a classic car*

Beginning on March 21, 2010 guests enjoying Sunday Brunch at The Belvedere, the only AAA Five-Diamond restaurant in the Los Angeles area, can follow their meal with a chauffeured drive down the palm-lined boulevards of Beverly Hills in a beautifully restored classic car. Thanks to The Peninsula Beverly Hills' partnership with El Segundo's Automobile Driving Museum, museum docents will be on hand to take brunch guests for a spin in automobiles of yesteryear ranging from a 1932 Studebaker Commander to a 1961 Ford T-Bird.

"We are delighted to offer this unusual and fun experience for our guests," said Managing Director Offer Nissenbaum. "It will appeal to those who remember driving cars just like them back in the day, as well as to those who have only heard about them from their grandparents."

The Belvedere's three-course Sunday Brunch, which features the contemporary market-driven cuisine of Executive Chef James Overbaugh set against the restaurant's elegant interior and sun-splashed patio, begins with tantalizing selection of appetizers including Freshly Carved Peking Duck Wrapped in Moo Shoo with Scallions, Cucumbers and Hoisin; Heirloom Tomatoes with Fresh Mozzarella, Baby Greens, Basil and Aged Balsamic; The Peninsula's own Smoked Salmon with Watercress, Red Onions, Cumin Roasted Potatoes and Dill Aïoli; and Chef Overbaugh's dressed-up "Macaroni and Cheese," Elbow Pasta with Hen of the Woods Mushrooms, Summer Truffles and Parmesan Cheese.

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Guests can choose from entrees such as Barramundi with "Duck & Eggs," Duck Confit with Okinawa Sweet Potatoes, Chanterelle Mushrooms and Sunny Side Up (Eggs); Prince Edward Island Mussels and Saffron Aïoli in an Inspired Bouillabaisse Broth; The Peninsula's "Croque Madame," Truffled Brioche with Aged Country Ham, Fontina Cheese and Organic Eggs; Rock Shrimp Frittata with Caramelized Onion, Mimolette Cheese, Amaranth and Warm Mushroom Vinaigrette; Buttermilk Biscuits with Chicken and Sun-dried Tomato Sausages, Organic Eggs, Baby Spinach and Aged Beemster Cheese; and "Kobe Style" Flat Iron Steak with Yukon Purée, Bloomsdale Spinach, Cipollini Onions, Asparagus and Cabernet Jus. For dessert, guests are invited to sample from the bounteous pastry buffet.

The Dine & Drive Sunday Brunch is available March 21 through April 25, 2010, from 11:00 am to 2:30 pm. The price is US$ 59 per person, US$ 69 per person inclusive of free-flowing Piper-Heidsieck Champagne and US$ 32 for children under 12, exclusive of tax and gratuity. An additional US$ 20 donation to the non-profit Automobile Driving Musuem in El Segundo is for the ride in a classic car that will accommodate up to four passengers. Reservations are recommended and may be secured by calling (1-310) 551 2888.

About The Peninsula Beverly Hills
The only AAA Five-Diamond and Forbes (formerly Mobil) Five Star hotel in Southern California for 17 consecutive years, The Peninsula Beverly Hills offers 193 elegantly appointed guest 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 Roof Garden, a refined-resort

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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 (00045), HSH is a holding company whose subsidiaries and jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia, the USA and Europe. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (opening in 2012). 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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