THE PENINSULA
BEVERLY HILLS

January 15, 2010

"RECAPTURE CLASSIC HOLLYWOOD GLAMOR"
ADDED TO THE PENINSULA ACADEMY
AT THE PENINSULA BEVERLY HILLS
A New Guest Experience that Reflects the Beverly Hills Lifestyle

The Peninsula Academy was created in 1997 at The Peninsula Hong Kong, with the intention of providing hotel guests with a personalized introduction to the city's culture, lifestyle, cuisine, and arts. In Hong Kong, these experiences include Tai Chi, Calligraphy and Chinese Dumpling Making. At The Peninsula Beverly Hills, where the Peninsula Academy was launched in May 2008, experiences are designed to reflect the Beverly Hills lifestyle – everything from surfing to playing a movie star. Now, a new Peninsula Academy experience has been added to the roster: **"Recapture Classic Hollywood Glamor"** offers guests the opportunity to be photographed in a style that brings back the famous black-and-white studio publicity portraits of movie stars in the 1930s and 40s. The photo shoot will be achieved in the comfort of a guest room or suite by award-winning photographer Roger G. James, whose work has been seen on broadcast outlets that include Extra Hollywood, E! Entertainment and CNN.

Mr. James will set up a portrait studio in the guest's room, complete with makeup, costumes, props and lighting. Within one to two hours, he will transform the guest into a glamorous star from the past, à la Lana Turner, Vivien Leigh, Clark Gable or Greta Garbo and capture the look on black-and-white film. A week later, the guest will receive a selection of proofs from which to select the perfect portrait. The in-room portrait sitting, plus two 11x14-inch black-and-white portraits, is priced at US$ 950.

<u>More Peninsula Academy Experiences</u>

- **Star in a Hollywood Movie**: A TV producer and crew will film guests and their families sightseeing, shopping, relaxing by the pool – whatever suits their fancy - in Tinsel Town. The footage will be edited into a professional-quality movie that they can watch on DVD at home. Prices start at US$ 2,500 per day.

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- **Discover Your Inner Surfer Dude:** Learn to surf from Rod Samper, the instructor 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 US$ 225 per person, per hour.

- **Sound Like a Star:** Guests who tremble at the idea of public speaking 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 US$ 185.

- **West Coast Wellness Workout:** Alonzo Cannon, who has shaped such celebs as Colin Farrell, will create customized fitness regimen for guests, and then lead them through it on the beach, on a trail in the Hollywood Hills or in the hotel's Fitness Center. Prices start from US$ 200 an hour.

The Peninsula Academy reservations are subject to availability and advanced bookings are recommended. For additional details please contact The Peninsula Beverly Hills Hotel Concierge at tel: (1-310) 551 2888, e-mail: pbh@peninsula.com or visit www.peninsula.com.

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About The Peninsula Beverly Hills
The only AAA Five Diamond and Forbes/Mobil Five-Star hotel in Southern California for 17 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 (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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