

THE PENINSULA

H O T E L S

25 November 2011

THE SPIRIT OF GIVING ENTERS THE NINTH YEAR - PENINSULA HOTELS “ENRICHES YOUR LIFE” WITH FUNDRAISING FOR “TREES OF HOPE”

As part of the innovative “Enrich Your Life” programme to further define the guest experience, The Peninsula Hotels continues its commitment to raising funds for community charities for the consecutive ninth year, by embracing the holiday spirit of giving with the “Trees of Hope” campaign, a Christmas charitable fundraising initiative to benefit the global Make-A-Wish Foundation®.

Bedecked in festive finery, majestic evergreen trees inviting additional decoration through guest’s spirit of generosity are set to become the central focus this holiday season within the lobbies of all nine Peninsula Hotels in Hong Kong, Shanghai, Tokyo, Beijing, New York, Chicago, Beverly Hills, Bangkok and Manila.

Guests are invited to buy an ornament to hang on the Christmas tree, with proceeds benefiting the Make-A-Wish Foundation® - promoting happiness and a brief respite for children around the world with life-threatening illnesses by granting them their most heartfelt wishes.

Additionally, The Peninsula Hotels continues this holiday theme with dedicated “Trees of Hope Cocktails” and “Teas of Hope” - a festive version of the celebrated Afternoon Tea served at each Peninsula Hotel – with the Make-A-Wish Foundation® receiving a donation for each cocktail and Afternoon Tea set sold.

“The Peninsula Hotels is proud to be associated with the Make-A-Wish Foundation® and continues this now established annual tradition in this season of giving,” said Peter Borer, Chief Operating Officer of The Peninsula Hotels.

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Launched in 2003 to mark the 75th anniversary of The Peninsula Hong Kong, the Trees of Hope campaign by 2010 has raised over US\$ 385,000 for Make-A-Wish Foundation® as a direct result of guests' generosity and spirit of giving.

About the Make-A-Wish Foundation®

The mission of Make-A-Wish International is to create hope and happiness for children with life-threatening illnesses around the world. Make-A-Wish International has become the largest wish-granting organisation in the world, and can be found in 31 countries on five continents. Make-A-Wish International serves children outside the United States while the Make-A-Wish Foundation of America serves children within the United States. Both organisations have granted more than 210,000 wishes around the world since 1980. For more information about Make-A-Wish International, visit www.worldwish.org and discover how you can *share the power of a wish*®.

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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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