PENINSULA

MERCHANDISING LIMITED

April 2007

THE PENINSULA BOUTIQUE OPENS IN BEIJING AT SHIN KONG PLACE

The First Independent Boutique in China to Capture the Growing Market

The opening of The Peninsula Boutique in Shin Kong Place in April 2007 in Beijing, is the latest step in the expansion programme of Peninsula Merchandising Limited (PML) to extend the Peninsula brand to new destinations through its retail shops.

Following the retail presence at The Peninsula Beijing which opened in March 2006, the new Boutique at the basement of the Shin Kong Place Department Store is the first independent retail outlet in mainland China which will also offer a wide range of food and gifts items, including the celebrated Peninsula Chocolatier range of chocolates, exclusive Peninsula Tea blends, cookies, Champagne, wines and the renowned XO Chilli Sauce.

"As with all Peninsula products, the main criterion of the merchandise sold in Peninsula Boutiques is quality. The opening of this new shop in the Shin Kong Place department store reflects confidence in the Peninsula brand's strength as a reliable provider of high quality fine foods and gifts, and we are delighted to open the new store to meet rising demand for Peninsula products in mainland China," Paul Tchen, General Manager of Peninsula Merchandising Limited and General Manager, Operations Planning and Support for The Peninsula Hotels.

Located on the basement floor of the department store, the shop was designed to the specifications of The Peninsula Boutique's signature interior design concept originally created by Brennan Beer Gorman Monk/Interiors (New York, USA) and re-interpreted by Hong Kong-based Metro Design Firm.

The Peninsula Boutique & Café outlets are located at Siam Paragon Bangkok and The Peninsula Tokyo (September 2007).

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A subsidiary of The Hongkong and Shanghai Hotels, Limited, Peninsula Merchandising Limited develops and distributes Peninsula merchandise and licenses Peninsula Boutiques in key gateway cities of Asia and North America.

The Peninsula Boutique outlets are located in Hong Kong at The Peninsula Hong Kong and Hong Kong International Airport; in China at The Peninsula Beijing, The Peninsula Shanghai (2009) and Shin Kong Place in Beijing; in Japan at Daimaru Shinsaibashi in Osaka, Fukuya Hacchobori in Hiroshima, Matsuzakaya Honten in Nagoya, Mitsukoshi Ebisu (2007) and Mitsukoshi Nihonbashi both in Tokyo, and Sogo in Yokohama (2007); in the Philippines at The Peninsula Manila; in South Korea in Seoul (2008); in Taiwan at Shin Kong Mitsukoshi Hsin Yi A4 and Shin Kong Mitsukoshi Nanking West Road, both in Taipei; in Thailand at The Peninsula Bangkok; and in the USA at The Peninsula Chicago.

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A selection of merchandise is also available for purchase online at peninsulaboutique.com for delivery in Hong Kong and peninsulaboutique.jp for delivery in Japan.

For further information, please contact:
Ms Therese Necio-Ortega
Manager, Communications and Promotions
The Peninsula Hotels
8/F, St George's Building, 2 Ice House Street, Central, Hong Kong
Telephone : (852) 2840-7735
Fax : (852) 2840-7550
E-mail : theresenecio-ortega@peninsula.com
Website : www.peninsula.com
Digital Photo Library : www.leonardo.com/peninsula