THE PENINSULA
BEVERLY HILLS

October 1, 2010

THE PENINSULA BEVERLY HILLS OFFERS THE PENINSULA PINK TEA DURING OCTOBER BREAST CANCER AWARENESS MONTH

Each Guest Receives a $50 Tory Burch Gift Card; Portion of the Proceeds Benefit the Susan G. Komen for the Cure

The Peninsula Beverly Hills will observe October's Breast Cancer Awareness Month by offering **The Peninsula Pink Tea** menu during daily Afternoon Tea in the Living Room throughout the month of October. A five-course tea menu, along with a glass of Nicolas Feuillatte Brut Rosé and a signature Peninsula "Cap Cake" are included in the $55 price. Guests also will receive a $50 Tory Burch gift card for shopping at a Tory Burch boutique. Based on availability and by prior reservation, a Peninsula Beverly Hills car will drive guests to the West Hollywood Tory Burch boutique for shopping after tea.

The Peninsula Pink Tea Menu features:

Freshly Sliced Strawberries with Whipped Cream
Savory Caviar Cake

followed by

Sandwiches:
Egg Salad with Watercress on Marble Bread
Charred Vegetables on Wheat Bread with Pesto Spread
Peninsula Smoked Salmon with Cucumber and Preserved Lemon
Chicken Salad with Marcona Almonds and Tarragon

Pastries:
Seasonal Fruit Tart
Cheesecake
Shortbread Cookie
Vanilla Profiterole
Opera Torte

Scones:
Currant and Classic
with Homemade Preserves, Lemon Curd and Devonshire Cream

a Pot of your Favorite Tea
and a Peninsula Page Boy "Cap Cake" wrapped to take home!

Served with a Glass of Nicolas Feuillatte "Brut Rosé"
$55.00

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The Peninsula Pink Tea is available daily at 12 noon, 2:30 pm and 5:00 pm throughout the month of October. Reservations are recommended and may be secured by calling (1-310) 551-2888. For additional information about The Peninsula Beverly Hills, you may 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 Susan G. Komen for the Cure
Susan G. Komen for the Cure is an organization supporting breast cancer research. Since its inception in 1982, Komen has invested over $1.5 billion for research, education and health services, making it the largest breast cancer charity in the world. Today, Komen for the Cure is recognized as the leading catalyst in the fight against breast cancer, with more than 100,000 volunteers working in a network of 125 U.S. and international affiliates. http://ww5.komen.org/

About Tory Burch
Tory Burch is an attainable luxury lifestyle brand defined by classic American sportswear with an eclectic sensibility. It embodies the personal style and spirit of its Chairman Tory Burch. Recognizing a void in the market for a designer aesthetic at an accessible price point, Tory wanted to create stylish yet wearable clothing and accessories for women of all ages. Launched in February 2004, Tory Burch is carried at 38 freestanding Tory Burch stores across the US and Asia, www.ToryBurch.com and over 500 select department and specialty stores worldwide. Tory is active in various philanthropies and recently partnered with Susan G. Komen for the Cure to design a t-shirt to benefit breast cancer awareness. It is available on www.shopkomen.org.

About The Peninsula Hotels
Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries, associates 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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