



May 2, 2011

**THE PENINSULA BEVERLY HILLS UNVEILS A FRESH NEW LOOK
ON ITS 20TH ANNIVERSARY**

Redecorated rooms, suites and villas will rejuvenate the hotel while maintaining its classic elegance

This summer and fall, The Peninsula Beverly Hills, the only AAA Five Diamond and Forbes Five Star hotel in Southern California for 18 consecutive years, will unveil a fresh new look. In celebration of its 20th anniversary, all 193 rooms, including 36 suites and 16 garden villas, are being elegantly refurbished while preserving the hotel's original concept—to offer guests the essence of Southern California living in a setting evocative of a luxurious but relaxed Beverly Hills estate.

“The Peninsula Beverly Hills is fortunate to have such loyal guests – more than 70 % of them are repeat customers,” said Managing Director Offer Nissenbaum. “We were mindful of them as we planned this significant enhancement, which reinvigorates the classic elegance, intimate comfort and residential ambiance that has helped our hotel retain a devoted clientele throughout the last 20 years.”

Guest Rooms and Suites

The Los Angeles-based interior design firm Forchielli Glynn LLC, which has designed interiors for hotels such as Four Seasons Resort Hualalai in Hawaii and Miraval Resort in Tucson, Ariz, created the new look of the property enhancement, carefully selecting custom-made furnishings, carpeting and case goods that reflect the hotel's quiet luxury. They updated the notion of combining classic furnishings with printed fabrics by lightening the colors: Garden-print fabrics in warm tones balance the neutral-patterned carpeting; chairs feature light antiqued finishes and pale leather and antique-velvet upholstery; honey-toned woods with polished brass accents punctuate the soft hues of the walls. “The result reinforces the connection between the guest rooms and adjoining tropical gardens, and makes guests feel more relaxed and at home,” said Helen Glynn, Partner, Forchielli Glynn LLC.

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The custom-made European-style cabinetry was detailed to incorporate modern amenities. The bombe curves of the bedside tables, for example, offer pull-out surfaces and additional drawer space, while the desk conceals a color printer/fax. Enhancing the sense of spaciousness in the rooms, the old armoires concealing televisions were replaced with Juparana granite-topped credenzas mounted with 42- to 50-inch flat screen televisions. Throughout the hotel, the iconic canopied beds were reshaped with a softer profile flanked by bedside controls that Nissenbaum describes as state-of-the-art, yet easy to operate. “We wanted guests to be able to manage the temperature and lights with the press of a button,” he said.

Villas and Specialty Suites

The refurbishment of the hotel’s 16 private villas, which are nestled among the tropical gardens, will be unveiled in the fall. In addition to new furnishings, carpeting and wall coverings, the villas will feature redesigned fireplaces, with limestone hearths and carved-wood Louis XV-style mantles that evoke a fireplace in a private home. Still to come, the project’s finale – bold new designs for four of The Peninsula’s grandest suites. “So as not to spoil the surprise, I can only say that each will have a unique color scheme and ambiance,” said Nissenbaum. “We wanted to offer a touch of variety to guests who consider our largest suites their ‘home-away-from-home.’” The villas and specialty suites will be completed by the end of 2011.

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About The Peninsula Beverly Hills

The only AAA Five Diamond and Forbes Five Star hotel in Southern California for 18 consecutive years, The Peninsula Beverly Hills celebrates its 20th anniversary in 2011. This iconic luxury hotel offers 193 elegantly appointed rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. Home to the sumptuous Belvedere, the only AAA Five Diamond restaurant in Los Angeles for 16 consecutive years, The Peninsula Beverly Hills also features The Living Room, where the legendary Peninsula Afternoon Tea is served daily, The Peninsula Spa and The Roof 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.

www.peninsula.com/beverlyhills

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About The Hongkong and Shanghai Hotels, Limited (HSH)

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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