



FOR IMMEDIATE RELEASE

August 8, 2011

**THE PENINSULA BEVERLY HILLS COMMEMORATES 20 YEARS
OF LUXURIOUS HOSPITALITY**

*20th anniversary celebration includes a fresh new look for all 193 rooms, suites and villas;
Guests who book two nights enjoy a third night for \$20 and a host of benefits*

Today, The Peninsula Beverly Hills commemorates its 20th anniversary as an icon of gracious hospitality in the heart of California's most glamorous city. The festivities begin with an 8:08 am ribbon-cutting by former Mayor of Beverly Hills Vicki Reynolds, who officiated at the hotel's opening on August 8, 1991; current Mayor of Beverly Hills Barry Brucker; and The Peninsula Beverly Hills' Managing Partner Robert Zarnegin and Managing Director Offer Nissenbaum. Following the ceremony, the entire hotel staff will be honored at a breakfast celebration.

"We are grateful for the dedication and hard work that our team members have given the hotel since it opened 20 years ago," said Nissenbaum. "They are the heart and soul of The Peninsula Beverly Hills, and we are honored to salute them today."

In the past 20 years, The Peninsula Beverly Hills has garnered an impressive array of international awards and accolades, including the distinction of being the only AAA Five Diamond and Forbes Five Star hotel in Southern California for 18 consecutive years. It has also earned a reputation for offering superlative service, as evidenced by its extraordinarily high repeat-guest rate of 70%.

In celebration of its 20th anniversary, The Peninsula Beverly Hills has completed an elegant renovation of its guest rooms and suites. This fresh new look embodies the colors and textures of the property's lush gardens and preserves 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. By the end of the year, The Peninsula will complete the revitalization of its villas and unveil its four largest suites, each with its own distinctive color theme, furnishings and ambiance.

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THE PENINSULA BEVERLY HILLS CELEBRATES 20 YEARS TODAY-2

The Peninsula Beverly Hills continues the celebration with a special enticement for guests to experience the new guest rooms and award-winning hospitality for themselves. With the **“Celebrate 20 Years”** promotion, valid from August 21, 2011, until December 22, 2011, guests who reserve a room at The Peninsula Beverly Hills for two nights will enjoy a third night at just \$20. In addition, they will receive a \$20 daily breakfast credit, a 20% discount on all spa, food and beverage charges, valet parking for \$20, two “Pen 20” signature 20th anniversary cocktails, a 20th anniversary gift and more.

Highlights of the “Celebrate 20 Years” promotion:

- Book two nights and enjoy the third at \$20
- \$20 daily breakfast credit per person
- 20% discount on all spa, food and beverage charges
- Guests who book a 60-minute facial enjoy a 20-minute Rejuvenating Eye Treatment for \$20
- Daily valet parking at a discounted rate of \$20 (normally \$36)
- Two welcome “Pen 20” signature cocktails
- 20th anniversary gift

Nightly Room Rates for “Celebrate 20 Years:”

<u>Room Type</u>	<u>Rate</u>
Superior Room	\$585
Deluxe Room	\$665
Patio Deluxe Room	\$695
Grand Deluxe Room	\$765

Validity:

- August 21, 2011 until December 22, 2011

Terms and Conditions:

- All value-added benefits are once per room per stay, subject to availability, and must be confirmed directly with the hotel. Some restrictions on usage may apply.
- Daily breakfast credit benefit applies once daily up to \$40 for two people.

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THE PENINSULA BEVERLY HILLS CELEBRATES 20 YEARS TODAY-3

- Spa discount applies to all spa services, but excludes retail products, tax and gratuity.
- Food and beverage discount applies to all food and beverage services including minibar and room service.
- 20-minute Rejuvenating Eye Treatment for \$20 is available with facials of 60 minutes or longer.
- The hotel reserves the right to offer an alternative value-added benefit should the indicated benefit be unavailable.
- This offer cannot be used in conjunction with any other programs or promotions and is not valid for groups.
- Advanced reservations are required and black-out dates may apply.
- The rates are subject to 14% tax and 1.5% occupancy surcharge per day, per room for single or double occupancy.

Reservations for the “**Celebrate 20 Years**” promotion at The Peninsula Beverly Hills can be made directly by tel: (1-310) 551 2888, toll-free: (1-800) 462 7899 or e-mail:

reservationpbh@peninsula.com. For online reservations and additional information, please visit “[Enticements](http://www.peninsula.com)” on www.peninsula.com.

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.

peninsula.com/beverlyhills

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.



THE PENINSULA BEVERLY HILLS CELEBRATES 20 YEARS TODAY-4

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