THE PENINSULA

BEVERLY HILLS

July 1, 2010

THE PENINSULA BEVERLY HILLS LAUNCHES THE
"FAMILY AND FIDO GETAWAY"
New Summer Promotion Offers Champagne for Parents, Meals for Kids and
***Tail Shakin' not Stirred Martinis* for Dogs, All Compliments of the Hotel**

The Peninsula Beverly Hills has created a new reason for families to enjoy a summer getaway at this lush resort oasis in the heart of Beverly Hills – and they don't need to leave the dog at home. The **"Family and Fido Getaway"** promotion offers a Superior room at the special rate of US$ 495 plus tax, and a second room at US$ 247.50, 50% off. Parents are welcomed with a complimentary bottle of Piper Heidsieck Champagne, while children enjoy a US$ 100 credit per day, per room, on meals ordered from the Kids' Menu or Breakfast Menu, along with ice-cream treats and personalized welcome amenities. In addition, each family is treated to their choice of an in-room movie during their stay, complete with popcorn.

The family dog will be greeted with an Ultrasuede doggie bed, a fluffy personalized towel, a shiny bowl, and a ***Tail Shakin' not Stirred Martini.*** Made with low-sodium bouillon, this refreshing pet-friendly beverage is from the hotel's "Pampered Puppy Menu," which includes "people-food treats" for pets such as the "Bow Wow Beef Burger" and the "Hot Dog for the Top Dog".

The Peninsula Beverly Hills continues to set the standard for luxury hospitality in Southern California with amenities such as flexible 24-hour check-in, exceptional guest service and relaxing treatments in The Spa. Hotel guests can enjoy time by the rooftop pool in the privacy of their own state-of-the-art cabana, and al fresco cocktails and dining at the Roof Garden restaurant. In the hotel's AAA Five-Diamond Award-winning Belvedere restaurant, Executive Chef James Overbaugh presents superb market-driven contemporary California cuisine in a style described by the *Wine Spectator* as "vivid and graceful."

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"Our '**Family and Fido Getaway'** promotion provides good reason for families to treat themselves to a fun getaway as only The Peninsula can provide," says Offer Nissenbaum, Managing Director of The Peninsula Beverly Hills. "And if they can't bear to leave their dog behind, he or she is welcome too!"

The "**Family and Fido Getaway"** is valid until September 15, 2010 and subject to availability. Guests must book two rooms. Amenities apply to children aged 16 or younger, with a maximum of four children and one dog per stay. There is no additional charge for a rollaway bed, and the usual $35 per day cleaning fee for dogs is waived. For reservations or information please call (1-800) 462-7899 or visit peninsula.com.

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About The Peninsula Beverly Hills

The only AAA Five-Diamond and Forbes Five Star hotel in Southern California for 17 consecutive years, The Peninsula Beverly Hills offers 196 elegantly appointed guest 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 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.

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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