

THE PENINSULA

H O T E L S

August 28, 2007

**THE PENINSULA HOTELS PARTNERS WITH DAVI LUXURY SKIN CARE
TO CREATE EXCLUSIVE AMENITY RANGE
PENINSULA'S CULTIVATED NEW HAIR AND BODY PRODUCTS
TAKE THEIR CUE FROM THE VINEYARD**

The Peninsula Hotels, renowned for setting the standard for luxurious accommodations, gracious service and innovative guest amenities, today unveiled a new collection of in-room bath amenities created exclusively for the hotels by **Davi**, the luxury skin care line created by Josh LeVine and Carlo Mondavi, grandson of legendary winemaker Robert Mondavi.

The line of hair and body products will make its debut at the newest Peninsula property, The Peninsula Tokyo, opening in Tokyo's Marunouchi district on September 1, and will then roll out at all Asian and US Peninsula hotels. Under a global exclusivity agreement, The Peninsula Hotels is the only hotel group in the world to feature Davi in-room amenities until 2010.

Peninsula's collaboration with California-based Davi, a division of the Davi Luxury Brand Group, joins two brands with exceptional legacies and an appreciation for tradition. With a heritage stretching back to 1866 and its flagship The Peninsula Hong Kong celebrating its 80th anniversary in 2008, The Peninsula Hotels is one of the oldest luxury hotel companies in the world. Davi (DLBG) is positioned by Mondavi and LeVine to reflect the California lifestyle and tradition fostered by the legendary Mondavi winemaking family and brand: a leading force in the wine industry for 90 years.

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“Our new line of Davi products will be exclusive to our hotels and, in the Peninsula tradition, unique in the world of luxury hospitality,” said Peter C. Borer, Chief Operating Office, The Peninsula Hotels. “Davi products are noted for using the highest quality ingredients in the most innovative and effective way, so our new amenities will be both luxurious and beneficial. We are delighted to collaborate with Davi, a name that is not only synonymous with luxury skin care, but also is tied to one of the world’s most recognized brands.”

Davi launched its super-premium line of women’s and men’s skin care products in the United States in 2006, earning the attention of *Vogue*, *Men’s Vogue*, *Town & Country*, *Elle* and *Harper’s Bazaar*, among others, and exclusive distribution at prestigious retailer Bergdorf Goodman. Davi products were hailed for their innovative age-defying ingredients whose origins were inspired by Carlo Mondavi’s experiences at his family’s Napa Valley winery and the science behind wine’s healthful benefits, which are derived from the rich antioxidants in grapes.

Carlo Mondavi and co-founder Josh LeVine partnered with a prominent laboratory in Lyon, France to create the proprietary *Meritage* complex, a combination of grapevine-based antioxidants, rich in resveratrol, a collagen-stimulating ingredient, blended with green tea, soy and other powerful antioxidants. *Meritage* is the basis of every Davi product, including its signature *Le Grand Cru*, the ultimate face cream. “Our collaboration with Peninsula began with the inspiration to create a line of luxurious and restorative hair and body products exquisitely packaged for their guests, capitalizing on Davi’s signature *Meritage* complex,” said LeVine.

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A former professional athlete as well an entrepreneur, Mondavi is a seasoned world traveler who knows first-hand the toll that air travel and the elements can have on the skin. “Just as Davi products are sold only in discriminating retailers such as Bergdorf Goodman in the U.S. and Selfridges in the U.K.,” said Mondavi, “we sought out The Peninsula Hotels as a partner because as a frequent guest of the hotel, I can attest to The Peninsula’s commitment to offering the ultimate in luxury and quality. Peninsula strives to bring its customers the best, just as Davi does.”

Developed in conjunction with Gilchrist & Soames, Peninsula’s new Davi line will include shampoo, conditioner, soap, shower gel and body lotion, all featuring the *Meritage* complex to rejuvenate hair and skin. The products will also be on sale at all Peninsula Boutiques in the hotels.

About The Peninsula Tokyo

The Peninsula Hotels will usher in a new era of glamour to Tokyo with the opening of The Peninsula Tokyo on September 1, 2007. Superbly located opposite the Imperial Palace in the prestigious district of Marunouchi, the 24-story hotel will offer commanding city views, luxurious comfort, sophisticated facilities, extraordinary dining options and legendary Peninsula service.

The Peninsula Tokyo will offer 314 spacious guestrooms and suites, five unique restaurants, a modern lounge bar, two ballrooms, fitness center, The Peninsula Spa by ESPA and three luxury jewellery boutiques making their dazzling retail debuts in Japan: **Graff, de Grisogono** and **Chantecler Tokyo**. For more information about The Peninsula Tokyo or to make reservations, call The Peninsula Hotels toll-free Global Customer Service Center at 1-866-382-8388, or visit www.peninsula.com.

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About The Davi Luxury Brand Group

The Davi Luxury Brand Group was founded by Carlo Mondavi and Josh LeVine in March 2004 with the vision of creating a luxury lifestyle brand for men and women. Davi, a division of DLBG, presently offers a comprehensive skincare line that encompasses the antioxidant health benefits of fermented grape extracts coupled with the latest innovations in modern science. For more information about Davi skincare, visit www.daviskin.com.

About Gilchrist & Soames

Gilchrist & Soames is a sophisticated purveyor of fine English Toiletries, providing worldwide luxury hotels and resorts with innovative, authentic and comprehensive solutions. Gilchrist & Soames distinguishes themselves through distinctively created product and signature service, thereby assisting their clients in providing a superior guest experience. Gilchrist & Soames is the only branded toiletries company that is dedicated to the luxury hotel market. Their fine toiletries, property wide solutions, and emphasis on exacting customer service can be found throughout North America, Europe, Australia, Asia, and the Pacific Rim. For more information, visit www.gilchristsoames.com.

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A division of The Hongkong and Shanghai Hotels, Limited, The Peninsula Hotels operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila and The Peninsula Shanghai (2009).

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