THE PENINSULA

BEVERLY HILLS

For Immediate Release **September 29, 2011**

THE PENINSULA BEVERLY HILLS SWEETENS AFTERNOON TEA AND BENEFITS BREAST CANCER AWARENESS IN OCTOBER

Guests Enjoying 'Peninsula in Pink' Tea Receive a $50 Tory Burch Promotional Card; Tea Proceeds Benefit Susan G. Komen for the Cure

Throughout the month of October, guests stepping into The Peninsula Beverly Hills for Afternoon Tea will be greeted by a lavish pink floral display as part of **"Peninsula in Pink,"** The Peninsula Hotels' groupwide campaign in support of Breast Cancer Awareness Month. The highlight of The Peninsula Beverly Hills' initiative is the return of its successful pink Afternoon Tea. Celebrating all things pink, the **"Peninsula in Pink" Afternoon Tea** is a special five-course menu featuring savory sandwiches, a glass of Nicolas Feuillatte Brut Rosé Champagne, a selection of pink-hued pastries and the hotel's signature confection, a Peninsula Page "Cap Cake." Each guest ordering the "Peninsula in Pink" Afternoon Tea will enjoy an especially sweet send-off: a $50 Tory Burch promotional card for shopping at any Tory Burch boutique. Based on availability, and by prior reservation, The Peninsula Beverly Hills' car and driver will whisk guests to the Tory Burch boutique in West Hollywood for a post-tea shopping spree.

The "Peninsula in Pink" Afternoon Tea is priced at $65 per person and is offered in addition to the hotel's regular Afternoon Tea menu. A donation will be made to Susan G. Komen for the Cure for every "Peninsula in Pink" Afternoon Tea sold. Guests also may purchase an exclusive "Peninsula in Pink" pink ribbon pin, such as those worn by hotel staff during the month of October, for $10, to further contribute to Susan G. Komen for the Cure.

The Peninsula in Pink Tea Menu features:

Freshly Sliced Strawberries with Whipped Cream
Savory Caviar Cake
followed by

Sandwiches:
Egg Salad with Watercress on Marble Bread
Cucumber with Dill
Charred Vegetables on Wheat Bread with Pesto Spread
Peninsula Smoked Salmon with Cucumber and Preserved Lemon
"Coronation Chicken" Curried Chicken Salad with Almonds on Raisin Bread

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Pastries:
Raspberry Macaron
Rose Petal Mousse Cake
Strawberry Profiterole
Earl Grey Chocolate Tarte
Opera Torte

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

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

Served with a Glass of Nicolas Feuillatte Brut Rosé Champagne
$65.00

The "Peninsula in Pink" Afternoon 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) 975 2736. For additional information about The Peninsula Beverly Hills, please visit peninsula.com/beverlyhills**.**

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About The Peninsula Beverly Hills
The only AAA Five Diamond and Forbes Five Star-rated 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 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/

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About Tory Burch

Tory Burch is a luxury lifestyle brand defined by classic American sportswear with an eclectic sensibility and attainable price point. It embodies the personal style and spirit of its CEO/CCO Tory Burch. Recognizing a void in the market for a designer aesthetic at a more 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 58 freestanding Tory Burch stores across the U.S., Europe and Asia, www.ToryBurch.com and over 1000 select department and specialty stores worldwide. The company is committed to philanthropy and supports various charitable initiatives, including breast cancer prevention and awareness.

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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