THE PENINSULA
HOTELS

29 February 2008

THE PENINSULA HOTELS INTRODUCE NEW PENINSULA ACADEMY PROGRAMMES, PLUS JUNIOR ACADEMY FOR YOUNG GUESTS

Award-winning programme offer cultural learning experiences in Peninsula hotels around the world

Feng Shui, Thai cooking, cutting-edge Japanese toys, antique furniture restoration or kite-flying in Tiananmen Square – just some of the exciting new activities on offer as The Peninsula Hotels relaunches its award-winning Peninsula Academy programme, providing guests with a taste of the local culture of each Peninsula hotel through a new range of heritage, culinary and lifestyle activities.

Younger guests are not forgotten either, with the introduction of a new Kid's Academy to give a fun insight into the various Peninsula destinations.

The Peninsula Academy learning and activity programme was created to give guests a personalised introduction to key aspects of culture, lifestyle, cuisine, arts, history and so much more, through individualised classes, tours and activities in each Peninsula location.

Originally introduced at The Peninsula Hong Kong in 1997 to give guests an insight into Hong Kong's unique melding of Eastern culture and Western style, the highly popular programme soon spread to the group's other Asian properties.

The Academy has now been expanded to incorporate the group's eight hotels in Asia and the USA, with a brand new Japanese Peninsula Academy one of the highlights of the opening of The Peninsula Tokyo on 1st September 2007.

These fascinating and culturally enriching programmes are unique to each city, with expert partners giving guidance and instruction.

Programmes are available with just a few days' notice, so guests can choose activities according to their own interests and travel schedule. While Peninsula Academy programmes are offered for one or two guests at a time, activities can also be tailor-made for small groups - a perfect choice for meeting groups, incentive tours or spouse programmes.

Reservations are subject to availability and advanced booking is highly recommended for all Academy programmes.

For more information, please contact the individual hotel properties.

Programmes at each hotel include:

The Peninsula Hong Kong

- Introduction to Feng Shui
- Destiny Consultation
- Chinese Brush Writing
- Introduction to Traditional Chinese Herbal Medicine
- Tai Chi
- Historical Walks
- Personalised Nutrition Consultation and Wellness Coaching
- Culinary Journey Dinner
- Private Culinary Experience
- Dim Sum Making
- Chinese Chefs' Table
- Gaddi's Chefs' Table
- Peninsula Kid's Academy: Festive Dim Sum, Chocolate Lollipops, Pasta, Marzipan Modelling and Gingerbread Cooking Classes

For further information, please contact Ms Stella Suen, Director of Public Relations at

stellasuen@peninsula.com

The Peninsula Tokyo

- Champagne Breakfast at Armani / Ginza Tower
- Tsukiji Fish Market Tour
- The Culinary Journey
- Peninsula Kid's Academy: Nojima's Chocolate Factory
- Peninsula Kid's Academy: Toyshop Wonderland

For further information, please contact Mr Mark Kobayashi, Director of Public Relations at markkobayashi@peninsula.com.

The Peninsula Bangkok

- Thai Architecture and Traditional Thai House
- Thai Flower Arranging and Flower Market Visit
- Fruit and Vegetable Carving
- Canal Tour Along The Chao Phraya River
- Golf at Thai Country Club
- Thai Tea Appreciation
- The Wellness Journey
- Culinary Journey
- Naturally Peninsula Culinary Journey
- Thai Cooking Class: Thai Traditional Dessert Making
- Thai Cooking Class: Naturally Peninsula Cooking Class
- Thai Cooking Class: Thai Home-Style Cooking
- Chinese Cooking Class: Home-made Herbal Soup
- Chinese Cooking Class: The Art of Dim Sum

The Peninsula Kid's Academy

- Folklore Along The River
- Junior Chef

- Junior Juice Master
- Handmade Thai Souvenirs
- Yoga For Kids
- Diva For A Day (Girls only)

For further information, please contact Ms Sirinate Meenakul, Director of Public Relations at sirinatemeenakul@peninsula.com.

The Peninsula Beijing

- Tour of The "Wild" Great Wall
- Heritage Walk – Legation Quarter (Old Embassy Area)
- Chinese Antique
- Learn about Chinese Contemporary Art
- Special Hutong Tour
- Introduction to Beijing Opera
- Chinese Dumplings Making
- Naturally Peninsula Signature Dish
- Peninsula Kid's Academy: Candy Apple Making, Beijing-Style
- Peninsula Kid's Academy: Kite-making with a Kite Master

For further information, please contact Ms Cecilia Lui, Director of Public Relations at cecilialui@peninsula.com.

The Peninsula Manila

- The Peninsula Hopper Culinary Journey
- Naturally Peninsula Culinary Journey
- The Healthy Gourmet - Naturally Peninsula Cooking Classes
- If These Walls Could Speak and Cocina Filipina
- Letras y Figuras
- Bahay na Bato - 19th Century Filipino House

- Santos, Objects of Faith
- Estilong Pinoy: The Terno and Barong Tagalog
- Manila Design
- Peninsula Kid's Academy: Pasalubong, Filipino Souvenirs
- Peninsula Kid's Academy: Lutong Pinoy: Sweet Cooking the Filipino Way

For further information, please contact Mr Mariano Garchitorena, Director of Public Relations at marianogarchitorena@peninsula.com.

The Peninsula New York

- Private Tour of the Museum of Modern Art
- The World in a Tea Cup
- Culinary Journey Dinner
- Peninsula Wellness
- Breakfast At Van Cleef & Arpels
- Couture Shopping Outing
- Peninsula Kid's Academy: Kids in the Kitchen
- Peninsula Kid's Academy: Kids Fast Forward NYC Fun

For further information, please contact Ms Tricia Rosentreter, Director of Public Relations at triciarosentreter@peninsula.com.

The Peninsula Chicago

- Shop the Showrooms
- Shop Party
- Architectural Boat Tour
- Shanghai Terrace and Avenues Cooking Classes
- Chinese Tea Ceremony
- Culinary Journey
- How to Throw a Magnificent Party
- Peninsula Kid's Academy: Little Baker's Class

- Peninsula Kid's Academy: Scavenger Hunt

For further information, please contact Ms Susan Ellefson, Director of Public Relations at susanellefson@peninsula.com.

The Peninsula Beverly Hills

The Peninsula Beverly Hills' Academy will launch in late spring 2008 with a selection of only-in-Los Angeles experiences. Academy programmes will pique guests' interests, from an entrée into the glitterati world of Hollywood, to private architectural and museum tours.

For further information, please contact Mr. Spencer Yeo, Director of Marketing at spenceryeo@peninsula.com.

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange, The Hongkong and Shanghai Hotels, Limited is a holding company whose subsidiaries are engaged in the ownership and management of prestigious hotels, and commercial and residential properties in key destinations in Asia and the USA. The hotel portfolio of the Group, The Peninsula Hotels, comprises 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, The Peninsula Shanghai (opening 2009), and Quail Lodge Resort and Golf Club in Carmel, California. The property portfolio of the Group includes The Repulse Bay complex, The Peak Tower and The Peak Tramways, St. John's Building and The Landmark in Ho Chi Minh City, Vietnam.

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