

September 15, 2010

THE PENINSULA BEVERLY HILLS OFFERS A 'SUITE' RIDE

Guests who book a suite can drive a new Cadillac or Chevrolet Corvette during their stay – compliments of The Peninsula

The Peninsula Beverly Hills, the iconic AAA Five-Diamond and Forbes Five Star hotel tucked away in the heart of one of the nation's most glamorous cities, has just made staying in a suite even sweeter. From now until September 30, 2011, guests who book one of the hotel's 36 luxurious suites are offered complimentary use of their choice of three 2011 Cadillac models or a 2011 Chevrolet Corvette for the length of their stay. The Peninsula's fleet of six vehicles includes:

- **2011 Cadillac CTS-V Sport Sedan**
The fastest V8 production sedan in the world, the CTS-V features a supercharged, 6.2-liter 556-horsepower engine and sleek sophisticated design.
- **2011 Cadillac Escalade Hybrid Platinum Edition**
Rated the "Best of the Best Sport Utility Vehicle" by *Robb Report*, the world's first fuel-saving hybrid luxury SUV achieves an EPA-rated 20 miles per gallon in the city. An ideal vehicle for families with children, it features three 8-inch backseat screens and wireless headsets.
- **2011 Cadillac SRX Crossover**
The Cadillac SRX Crossover offers a satisfying combination of luxury sports sedan-like driving character and SUV spaciousness. Highlights include a "pop-up" navigation screen in the dashboard with 3-D imaging, forward lighting that swivels the headlamps in sync with vehicle steering and a dual-screen system for rear entertainment.
- **2011 Chevrolet Corvette Grand Sport Convertible**
Car & Driver calls this new convertible one of the best all-around performance cars and the most potent drop-top Corvette yet. A sports car designed for fun in the Southern California sun, it goes from zero to 60 mph in 4.2 seconds.

- more -

THE PENINSULA

BEVERLY HILLS

THE PENINSULA BEVERLY HILLS OFFERS “A SUITE RIDE” – 2

While Beverly Hills has so much to offer, having a car gives guests the freedom to see even more of Southern California, whether it is driving up Pacific Coast Highway to Malibu, or beyond to Santa Barbara, or Santa Ynez wine country. “Los Angeles is all about the car,” says Offer Nissenbaum, Managing Director of The Peninsula Beverly Hills. “We want our guests to have the most luxurious driving option when making their way from the hotel to wherever they have to go—or *want* to go.”

Guests booking The Peninsula Beverly Hills’ suites—including the Villa Suites, Superior Suites, California and Deluxe Suites, Grand Deluxe Suites, Patio Suite, Peninsula Suite and Peninsula Villas—must request use of a complimentary automobile when making a reservation; they are based upon availability and guests must provide a copy of their driver’s license and proof of insurance. Tax, insurance and gas are not included. For reservations please call (1-310) 551 2888 or visit www.peninsula.com/beverlyhills.

###

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 193 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 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 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.

- more -

THE PENINSULA
BEVERLY HILLS

THE PENINSULA BEVERLY HILLS OFFERS “A SUITE RIDE” – 3

For further information, please contact:

Mr. Rob Roche
Direct of Marketing
The Peninsula Beverly Hills
E-mail: robroche@peninsula.com
Telephone: (1-310) 788 2340
Fax: (1-310) 788-2319
Website: www.peninsula.com
Digital Photo Library: www.peninsula.com/pdl
Broadcast Video Library:
www.newsmarket.com/thepeninsulahotels

Ms Sharon Boorstin / Ms Susan Williger
Murphy O'Brien
Telephone: (1-310) 586-7140
E-mail:
sboorstin@murphyobrien.com
E-mail:
swilliger@murphyobrien.com
Website: www.murphyobrien.com