

26 October 2009

“ENRICHING YOUR LIFE”

The Peninsula Hotels launches long-term theme to enrich, enlighten and educate guests, their families, friends and communities at all hotels throughout 2010 and beyond

Every great company has a history, and The Peninsula Hotels is no exception. As one of the world’s oldest hospitality companies dating from 1866, the remarkable story of vision and evolution of the group over the years bears witness that guests, their families and friends contribute an essential defining factor, combined with the commitment of each Peninsula – literally and metaphorically in the heart of each Peninsula city in Asia and the USA – to its local community, charitable organizations and foundations.

With the aim of enhancing the guest experience in each of The Peninsula Hotels, this combination of factors has led The Peninsula Hotels to develop “Enriching Your Life”, an innovative programme that further defines not only its guests’ experiences, but those of their friends, family and the community – in short, a theme that provides guests and those important to them with experiences that enrich their lives.

These include healthy eating, caring for body and mind through wellness programmes, learning new facts and skills through cultural and cooking activities, “The Art of Hospitality” focus on art, celebrating special occasions with “Milestones of Life” and enjoying quality family time, and raising funds for community charities. Each of these experiences has long been part of The Peninsula’s philosophy, and now with the groupwide theme of “Enriching Your Life”, The Peninsula Hotels focuses on these fundamental concepts for developing annual promotions from January 2010 onwards.

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From January to April, the theme is “Me” – with the emphasis on the five senses, each Peninsula hotel will introduce promotions concentrating on individual well-being, encompassing healthy eating, relaxation, rejuvenation and education. The line-up includes Nutrition 101 (New York), “The Great Indoors” package (Tokyo) and “In The Footsteps of Madame Ning” (Shanghai), while the award-winning Peninsula Academy will be refreshed, with each hotel adding new learning and activity programmes, and “The Art of Hospitality” showcasing each hotel’s extensive art collection and offering local art museum privileges.

From May to August, the emphasis shifts to “My Family, My Friends”, with promotions highlighting quality time and celebrating special occasions with friends and family under The Peninsula Hotels’ new “Milestones of Life” programme. From irresistible marriage proposals, glamorous weddings (including airborne nuptials with The Peninsula Hong Kong’s helicopter wedding package) and anniversaries, additional highlights comprise family beach packages (Chicago), “Girls’ Day Out” (Beverly Hills) and traditional Chinese coming-of-age ceremonies (Beijing).

“Our Community” from September to December will see promotions focussing on raising awareness and funds for local communities and charities, including organic produce from Thailand’s Royal Project assisting rural communities (Bangkok), lighting up hotels to raise awareness of breast cancer (Tokyo, Chicago), “Friends of Fashion” (New York), and hotel staff volunteering with local organizations (all hotels). The Peninsula Hotels’ annual Trees of Hope campaign in aid of The Make-A-Wish Foundation will feature ornaments purchased from local charitable enterprises, thus doubling the ensuing goodwill, while the group’s initiative of supplying winter coats and school supplies to children in remote and poverty-stricken areas of China continues.

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“Family heritage, tradition, community involvement and assured service are The Peninsula’s building blocks around the world, and each hotel shapes this foundation with its own inimitable style and personality,” commented Peter C. Borer, The Peninsula Hotels’ Chief Operating Officer. “Just as our flagship property, The Peninsula Hong Kong, has bridged magnificently the graciousness of the past 81 years and a visionary concept of the future, so The Peninsula Hotels that shares its name begins by drawing on that legacy, building its future with style and character through “Enriching Your Life”.

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries and its jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia and the USA. 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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