

THE PENINSULA

H O T E L S

28 September 2010

THE PENINSULA HOTELS “THINK PINK” IN OCTOBER

Breast cancer awareness and fundraising initiatives in Peninsula Hotels around the world

The Peninsula Hotels are pleased to introduce the “**Enriching Your Life**” initiative for 2010. As part of this, The Peninsula Hotels in North America and Asia are showing their support for Breast Cancer Awareness Month throughout October with special pink décor as well as “Pink Ribbon” promotions including room and spa packages, parties, teas and dinners, with a percentage of the proceeds going directly to breast cancer-related charities.

Activities planned for Breast Cancer Awareness Month at Peninsula Hotels throughout October are listed below.

The Peninsula Tokyo

- **Dining:** There will be pink-themed promotions at four restaurants with JPY 10 from each “Pink Ribbon” promotion sale donated to local breast cancer charities. The Banquet Division will contribute JPY 100 for each confirmed guest when reserving the “Enriching Your Life and Community” party package. Hei Fung Terrace restaurant will feature Chef Frankie Tang’s “Pink Ribbon” pudding with strawberries.
Guests may enjoy The Peninsula “Pink Ribbon” Classic Afternoon Tea in The Lobby and receive a Peninsula teddy bear and Estee Lauder Pink Ribbon pin.
Executive Pastry Chef Nojima offers a tasting box containing six kinds of pink sweets.
When purchasing and wearing an Estée Lauder Pink Ribbon pin to the following restaurants - Peter, Hei Fung Terrace, The Lobby or The Peninsula Boutique & Café - guests enjoy a complimentary apéritif with any meal.
- **Fundraiser:** The hotel will host “The Rockin’ Pink Party” on October 1, 2010 at Peter restaurant, located on the 24th floor of the hotel with sweeping views of Tokyo’s skyline. Featuring celebrity DJ m-flo VERBAL and other Japanese celebrities, the event will raise breast cancer funds through a JPY 5,000 participation fee donated by each guest, with 100% of the proceeds going directly to local breast cancer charities.

- more -

THE PENINSULA

H O T E L S

THE PENINSULA HOTELS “THINK PINK” IN OCTOBER - 2

- **Spa by ESPA:** The spa will donate JPY 50 from the sale of every spa treatment listed on the “Enriching Your Life and Community” menu.
- **Décor:** The entire hotel will illuminate its sweeping exterior and crown beginning October 1, 2010.

The Peninsula Manila

- **Dining:** The hotel will feature four pink-themed food and beverage offerings with 15% of the proceeds of each item sold benefiting Icanserve.
- **Décor:** Hotel staff will wear pink ribbons and provide pamphlets on early breast cancer detection.
- **Fundraiser:** The Peninsula Manila will partner with Avon Walk and Run Against Breast Cancer on October 3, 2010 where a purchase of the Kiss Goodbye to Breast Cancer shirt entitles interested parties to participate in the walk and five kilometer run at the bayside Mall of Asia complex.

The Peninsula New York

- **Dining:** Five dollars will be donated to Making Strides Against Breast Cancer for every Afternoon Chari-tea served in Gotham Lounge. A special pink tea – Mighty Leaf’s Organic Berry Wellness will be featured for its mineral-rich ingredients which support the health of those undergoing cancer treatments. Pastry items will display the “pink ribbon” breast cancer awareness symbol. Fives restaurant will donate \$2 for every prix fix menu featuring pink items including salmon, beets, etc.
- **Event:** Think Pink Flower Workshop and Afternoon Tea with Flowers of the World on October 23, 2010 from 2:00 – 4:30 pm in the Gramercy room. For each workshop and tea ticket purchase, a \$15 donation will be made to Making Strides Against Breast Cancer.
- **The Peninsula Spa by ESPA:** The hotel will provide a complimentary Pink Hair and Scalp Mud Treatment and donate \$5 with the purchase of a 60-minute Massage.
- **Fundraiser:** Peninsula New York employees will participate in the Making Strides Against Breast Cancer Walk for the American Cancer Society on October 17, 2010.
- **Décor:** The entrance will feature pink lighting and pink florals in the lobby with pink ribbons adorning the Fu Dogs and front desk agents will wear pink ties and scarves.

- more -

THE PENINSULA

H O T E L S

THE PENINSULA HOTELS “THINK PINK” IN OCTOBER - 3

The Peninsula Chicago

- **Dining:** The hotel will donate \$3 for every guest who mentions Lynn Sage Cancer Research Foundation when making their afternoon “Pink Tea” reservation. The special pink tea is Mighty Leaf’s Organic Berry Wellness known for its mineral-rich ingredients.
- **Décor:** Pink remembrance ribbons will be placed on the Peninsula Fu Dogs in front of the hotel and pink lights will illuminate the hotel sign.

The Peninsula Beverly Hills

- **Dining:** The hotel will feature "The Peninsula Pink Tea" during daily Afternoon Tea in the Living Room. Along with the five-course menu, guests will receive a glass of pink Champagne, a Peninsula "Cap Cake" packaged to enjoy at home and a \$50 Tory Burch gift card. A portion of the proceeds of the tea will go to Susan G. Komen For The Cure.

The Peninsula Hong Kong

- The entire hotel will shine with pink backlighting beginning September 28, 2010 to support and promote Breast Cancer Awareness Month.

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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.

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