

THE PENINSULA

H O T E L S

14 September 2011

“PENINSULA IN PINK” – THE PENINSULA HOTELS “THINK PINK” IN OCTOBER WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN

*The Peninsula Hotels introduces new breast cancer information
and donation initiatives in its hotels around the world*

As part of its continuing “Enriching Your Life” theme, The Peninsula Hotels in Asia and North America are showing their support for Breast Cancer Awareness Month throughout October with “Peninsula in Pink” – a new groupwide campaign to raise both awareness and funds, with signature pink-themed promotions including afternoon teas and a specially designed pink ribbon pin, with a percentage of the proceeds going directly to breast cancer-related charities in each destination.

Breast cancer is the most prevalent cancer in the world today, accounting for one in 10 of all new cancers diagnosed worldwide and nearly one in four female cancer sufferers. The most common cancer in women in both developed and developing areas, it is the principal cause of death among women globally. Though far less common than in women, it is also possible for men to develop breast cancer, accounting for approximately 1% of all breast cancer cases.

With these grim statistics in mind, The Peninsula Hotels are harnessing their resources with “Peninsula in Pink” at all hotels, with each Peninsula hotel partnering with a local breast cancer organisation in their respective destination for fund- and awareness-raising.

While each hotel offers its own collection of pink initiatives, a signature attraction across all hotels will be the “Peninsula in Pink” Afternoon Tea. Through the years, the Peninsula Afternoon Tea has become a hallmark feature of every Peninsula hotel around the world, and so each hotel has created a pink-themed tea for the month of October, offering a selection of pink-hued cakes and pastries in addition to the traditional scones, clotted cream and preserves. A donation will be made to the respective hotel’s designated local breast cancer charity for every “Peninsula in Pink” Afternoon Tea sold.

- more -

THE PENINSULA

H O T E L S

“PENINSULA IN PINK” - PENINSULA HOTELS “THINK PINK” IN OCTOBER WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN - 2

An exclusive “Peninsula in Pink” pink ribbon pin has been designed to mark Breast Cancer Awareness Month. Worn by every Peninsula staff member throughout October, pins are also available for sale in each hotel, with a donation for each pin sold.

Individual hotels are also offering a range of additional fund-raising initiatives, including specially created pink-hued cocktails, restaurant promotions, parties, and even donations from Rolls-Royce trips at the flagship Peninsula Hong Kong. Additionally, as one of ESPA’s top-selling products is their Pink Hair and Scalp Mud, it was a natural choice for a special treatment ceremony at The Peninsula Spa by ESPA at several hotels.

“Peninsula in Pink” starts on arrival, with some hotels illuminating their entrances in pink and garlanding the traditional Chinese stone door lions with pink ribbons. All hotels’ flower arrangements will be pink, and all staff will wear the specially designed Peninsula pink ribbon pin.

Each Peninsula hotel will also work closely with their local breast cancer organisation, with hotel teams participating in breast cancer walks, runs and other activities, together with a range of additional initiatives including leaflets placed in guest rooms and public areas and seminars planned for female guests and hotel staff.

Peninsula in Pink – Additional hotel initiatives

THE PENINSULA HONG KONG

Local charity partner : The Hong Kong Hereditary Breast Cancer Family Registry

- “Peninsula in Pink” Afternoon Tea in the Lobby
- “Peninsula in Pink Ceremony” at The Peninsula Spa by ESPA
- Pink Cocktail “Blush” in all bars
- Pink-themed Ladies’ Lunch, with 100% of the proceeds donated
- 10% of all Rolls-Royce revenue during the month of October donated
- Weekly staff fundraising events every Friday during October
- Donation desk with a collection box in the Lobby
- Building lighting event with Jessica Magazine and Estée Lauder on 27 September 2011

- more -

THE PENINSULA

H O T E L S

“PENINSULA IN PINK” - PENINSULA HOTELS “THINK PINK” IN OCTOBER WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN - 3

THE PENINSULA SHANGHAI

Local charity partner : The China Pink Ribbon Breast Cancer Awareness Foundation

- “Peninsula in Pink” Afternoon Tea in The Lobby
- “ Pink Cocktail" in Sir Elly's Bar and Terrace
- "Ladies Pink Luncheon" in Sir Elly's

THE PENINSULA TOKYO

Local charity partners : Breast Cancer Network Japan “Akebonai” and the Japan Association of Breast Cancer Screening

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail “Tokyo Joe” at Peter: The Bar
- “Peninsula in Pink Ceremony” spa treatment at The Peninsula Spa by ESPA
- The Rockin' Pink Party at Peter on 14 October 2011.
- “Peninsula in Pink” Bento Lunch Box at The Lobby
- “Peninsula in Pink” Pear at Hei Fung Terrace
- “Peninsula in Pink” Sweet Box at The Peninsula Boutique & Cafe
- Breast cancer self-check fliers passed to guests

THE PENINSULA BEIJING

Local charity partner : The China Pink Ribbon Breast Cancer Awareness Foundation

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail “Pink” in Lobby Lounge
- “Peninsula in Pink Ceremony” spa treatment at The Peninsula Spa by ESPA

THE PENINSULA BANGKOK

Local charity partner : The Queen Sirikit Centre for Breast Cancer

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail “Pretty in Pink” in The Lobby, The Bar and The River Bar
- “Peninsula in Pink Ceremony” spa treatment at The Peninsula Spa by ESPA

- more -

THE PENINSULA

H O T E L S

“PENINSULA IN PINK” - PENINSULA HOTELS “THINK PINK” IN OCTOBER WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN - 4

THE PENINSULA MANILA

Local charity partners : Kiss Goodbye to Breast Cancer and ICanServe

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail in all bars, and “Pink Rosé Champagne” served in Salon de Ning, with 25% of all F&B sales donated
- Pink ribbons on door lions at entrance
- Pink ties for all male staff
- Three-year alliance with Avon and its “Kiss Goodbye to Breast Cancer” Race to 125,000 Kisses, with a hotel team participating in the walk and run, which is also open to in-house guests.

THE PENINSULA NEW YORK

Local charity partner : American Cancer Society's "Making Strides Against Breast Cancer"

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail
- “Peninsula in Pink Ceremony” spa treatment at The Peninsula Spa by ESPA
- Hotel entrance illuminated in pink, with pink ribbons on door lions at entrance

THE PENINSULA CHICAGO

Local charity partner : Susan G Komen for the Cure

- “Peninsula in Pink” Afternoon Tea in The Lobby
- Pink cocktail
- “Peninsula in Pink Ceremony” spa treatment at The Peninsula Spa by ESPA
- Hotel entrance illuminated in pink, with pink ribbons on door lions at entrance

- more -

THE PENINSULA

H O T E L S

“PENINSULA IN PINK” - PENINSULA HOTELS “THINK PINK” IN OCTOBER WITH NEW AWARENESS AND FUNDRAISING CAMPAIGN - 5

THE PENINSULA BEVERLY HILLS

Local charity partner : Susan G Komen for the Cure

- “Peninsula in Pink” Afternoon Tea at The Living Room, including a \$50 Tory Burch promotional card to redeem at any Tory Burch boutique, a Peninsula Page Boy “Cap Cake” wrapped to take home and a glass of Nicolas Feuillatte “Brut Rosé ” Champagne
- Special tea menu with pink pastries and pink macarons
- Large pink ribbon sculpture made of sugar by Romain Lenoir, Pastry Chef, displayed in The Living Room entry)

###

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.

For further information, please contact:

Ms Sian Griffiths

Director of Communications

The Peninsula Hotels

8/F, St George's Building, 2 Ice House Street, Central, Hong Kong

Telephone: (852) 2840-7239

Fax: (852) 2840-7499

E-mail: siangriffiths@peninsula.com

Website: www.peninsula.com

Digital Photo Library: www.peninsula.com/pdl

Broadcast Video Library: www.thenewsmarket.com/thepeninsulahotels