THE PENINSULA
HOTELS

1 March 2009

THE PENINSULA HOTELS INTRODUCES
NEW PENINSULA ACADEMY LIBRARY PROGRAMME
Destination-themed books, music and movies enrich guests' stays, complementing the award-winning Peninsula Academy cultural learning experiences in Peninsula hotels around the world

The Peninsula Hotels' award-winning Peninsula Academy programme - an introduction for hotel guests to the local culture of each Peninsula hotel through a collection of heritage, culinary and lifestyle activities – continues with the introduction of The Peninsula Academy Library in each of the hotel group's eight properties.

A collection of books, music and movies on topics relating to the history, arts, architecture, culture and environment of each Peninsula destination for guests to enjoy during their stay, The Peninsula Academy Library aims to enrich and add value to guests' stays by offering additional choices for leisure, learning and enjoyment.

Guests can borrow items from the collection during their stay, and then purchase them if desired.

The Peninsula Academy

Fung shui, Thai cooking, cutting-edge Japanese toys, antique furniture restoration or kite- flying in Tiananmen Square – just some of the exciting activities on offer with The Peninsula Hotels' award-winning Peninsula Academy programme, providing guests with ataste of the local culture of each Peninsula hotel through a collection of heritage, culinary and lifestyle activities.

Younger guests are not forgotten either, with the Kids 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 and history and much more, through individualised classes, tours and activities in each Peninsula location.

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THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 2

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

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 each of the group's eight hotels in Asia and the USA.

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

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THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 3

- Personalised Nutrition Consultation and Wellness Coaching
- Culinary Journey Dinner
- Private Culinary Experience
- Dim Sum Making
- Chinese Chefs' Table
- Gaddi's Chefs' Table
- Peninsula Kids' Academy: Festive Dim Sum, Chocolate Lollipops, Pasta, Marzipan Modelling, Gingerbread Cooking Classes

For further information, please contact Ms Stella Suen, Director of Public Relations at stellasuen@peninsula.com

The Peninsula Tokyo

- Tsukiji Fish Market Tour
- Champagne Breakfast at Armani / Ginza Tower
- The Culinary Journey
- Naturally Peninsula Tea Flavours Cooking Class with Executive Chef Gerhard Doll European-inspired Cooking Class with Peter's - Chef de Cuisine Patrice Martineau
- Dim Sum Cooking Class with Hei Fung Terrace's Chef Ying Kit Lam
- Contemporary Ikebana Flower Arranging
- Tempura and Sushi Cooking
- Peninsula Kids' Academy: Nojima's Chocolate Factory
- Peninsula Kids' 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

- more -

THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 4

- 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 Kids' 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 Anuttra Kiangsiri, Director of Public Relations at akiangsiril@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

- more -

THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 5

- Chinese Dumplings Making
- Naturally Peninsula Signature Dish
- Peninsula Kids' Academy: Candy Apple Making, Beijing-Style
- Peninsula Kids' Academy: Kite-making with a Kite Master

For further information, please contact Ms Julia Tao, Director of Public Relations at juliatao@peninsula.com.

The Peninsula Manila

- 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
- The Healthy Gourmet - Naturally Peninsula Cooking Classes
- The Peninsula Hopper Culinary Journey
- Naturally Peninsula Culinary Journey
- Peninsula Kids' Academy: Pasalubong, Filipino Souvenirs
- Peninsula Kids' Academy: Lutong Pinoy: Sweet Cooking the Filipino Way

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

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THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 6

The Peninsula New York

- Private Tour of the Museum of Modern Art
- The World in a Tea Cup
- Peninsula Wellness
- Breakfast at Van Cleef & Arpels
- Couture Shopping Outing
- Culinary Journey Dinner
- Peninsula Kids' Academy: Kids in the Kitchen
- Peninsula Kids' 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
- How to Throw a Magnificent Party
- Chinese Tea Ceremony
- Culinary Journey
- Peninsula Kids' Academy: Little Baker's Class
- Peninsula Kids' Academy: Scavenger Hunt

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

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THE PENINSULA HOTELS INTRODUCES NEW PENINSULA ACADEMY LIBRARY PROGRAMME – 7

The Peninsula Beverly Hills

- West Coast Wellness Workout
- Star in a Hollywood Movie
- Sound Like a Star
- Discover Your Inner Surfer Dude

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 (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 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 in late 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, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

For further information, please contact:

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Broadcast Video Library: www.thenewsmarket.com/thepeninsulahotels