

24 August 2010

**THE PENINSULA HOTELS' iPENINSULA LAUNCHES
NEW IPHONE FUNCTIONALITIES**

*Real-time restaurant reservations now available
in English, Chinese and Japanese*

Hot on the heels of the recent launch of its real-time room reservation application, The Peninsula Hotels has now introduced real-time multi-lingual food and beverage reservations, allowing customers to make room and restaurant bookings on their iPhones with instant confirmations. Real-time spa appointments will follow shortly.

“Unlike some mobile booking applications currently in the market which require hotel staff to manually input bookings after these are received by e-mail, our platform seamlessly delivers bookings to our reservations system without any manual intervention,” says Shane Izaks, The Peninsula Hotels’ General Manager for Information Technology.

“Clients expect greater convenience and real-time personalisation of information that answers their needs. With our website now available in English, Simplified Chinese and Japanese, we also provide this iPhone experience in these three languages to ensure maximum ease of use for our guests,” added Jean Forrest, The Peninsula Hotels’ General Manager, Marketing.

Restaurant reservations with instant confirmation are now available at The Peninsula Hong Kong (Felix, Gaddi’s and Salon de Ning), The Peninsula Shanghai (Yi Long Court and Sir Elly’s Restaurant) and The Peninsula Tokyo (Hei Fung Terrace, Peter Restaurant). The technology is currently being rolled-out in other Peninsula properties, but in the meantime, dining reservation requests can still be made from iPhones.

Mobile bookings for all Peninsula Hotels’ restaurants and spas will be available within the next few months.

THE PENINSULA

H O T E L S

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“Development of booking applications for other mobile devices or platforms in anticipation of guests’ needs for more direct communication is only a small part of far-reaching changes in the way our hotels communicate with our guests and address the various aspects of guest services in the future,” Forrest said.

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