

16 December 2010

**JUST IN TIME FOR THE HOLIDAYS, THE PENINSULA HOTELS
LAUNCHES PENINSULA.COM MOBILE PLATFORM**

*Festive dining, gift shopping and holiday accommodation reservations
now available via mobile phones in English, Chinese and Japanese*

Hot on the heels of the recent launch of iPeninsula, its real-time room and restaurant reservation application specifically targeting iPhone users, The Peninsula Hotels has now launched a mobile version of its website, available in three languages - English, Simplified Chinese and Japanese.

The new Peninsula mobile site can be viewed with any up-to-date web-enabled mobile phone by simply searching or browsing for peninsula.com. The mobile site is designed to fit the reduced-size screen of mobile devices and provides simpler menus for navigation.

Online restaurant booking is available, while a click-to-call functionality for room reservations enables users to simply call the hotel direct or the Global Customer Service Centre through the toll-free lines. Online room reservation functionality will be rolled out in 2011.

The mobile site focuses on invaluable content for hotel visitors and guests, with features currently including an easy-to-use "Hotel Information and Contacts" section, which includes maps of hotel locations, hotels' addresses in both English and local language (where applicable, and especially useful when travelling by taxi) and a comprehensive list of hotels' general and direct numbers. Additional destination-specific content will be introduced during 2011 to make travelling to Peninsula locations a more enriching and rewarding experience for both first-time and regular visitors alike.

"Our guests and customers are increasingly expecting greater convenience and real-time personalisation of information that answers their needs, and so we are delighted to be able to offer this "Peninsula experience" with our website now available on mobile phones in English, Simplified Chinese and Japanese to ensure maximum ease of use," said Jean Forrest, The Peninsula Hotels' General Manager, Marketing.

THE PENINSULA

H O T E L S

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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 and 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 mobile and iPhones.

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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 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.

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