

THE PENINSULA

H O T E L S

21 June 2011

HOPE FOR JAPAN

- The Peninsula Hotels Donates JPY 42 Million to the Japanese Red Cross Society

Following its three-month long fundraising initiative entitled HOPE for JAPAN, The Peninsula Hotels have raised a total of JPY 42 million (US\$515,000) in aid of the victims of the earthquake and tsunami of 11 March 2011.

The Peninsula Tokyo's General Manager, Malcolm Thompson presented a cheque for JPY 42 million on behalf of the hotel group to Mr Ryouichi Hattori, Director General, Organizational Development Department, Japanese Red Cross Society during a cheque-presentation ceremony held at the hotel and attended by in-house guests and members of the hotel staff.

Mr Thompson expressed The Peninsula Hotels' commitment to support the continuing efforts to rebuild the Tohoku region. Mr Hattori thanked the group for its contribution, stating that "100% of The Peninsula Hotels' generous donation will be donated to the national grant disbursement committee, of which the Japanese Red Cross Society is a member, for distribution by local prefectural governments as cash grants to families affected by the Great East Japan earthquake and tsunami."

The funds were raised through The Peninsula Hotels' HOPE for JAPAN campaign, a three-pronged initiative that ran between 21 March to 31 May 2011 at each Peninsula hotel across Asia (Hong Kong, Shanghai, Beijing, Bangkok and Manila) and USA (New York, Chicago and Beverly Hills) comprising a donation for each guest stay, a special Japanese-themed Afternoon Tea with 100% of the retail price being donated and "The Tree of 1,000 Cranes" where guests were invited to make a minimum donation of US\$5 (or the equivalent in local currency) and receive an *origami* crane to hang on the tree.

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In Japan, the crane is regarded as a symbol of good fortune and longevity. Over time, the crane has also evolved as a favorite subject of the Japanese art of *origami* or paper folding, and today this tradition of folding 1,000 cranes represents a form of healing and hope during challenging times. Joining its sister hotels in their goodwill gesture, The Peninsula Tokyo's signature art piece by Ms Keisen Hama, located in the Lobby, is adorned with 1,000 cranes, comprising 100 cranes from each of the nine Peninsula Hotels and The Peninsula Hotels' headquarters in Hong Kong.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

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.

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