THE PENINSULA
BEVERLY HILLS

**January 11, 2010**

**THE PENINSULA BEVERLY HILLS SPA LAUNCHES PARTNERSHIP WITH YADA YADA YOGA**

*~Customized Mobile Classes Extend Fitness Experiences Beyond the Spa~*
*~ "New Year, New You" Package Designed for Guests Eager to Shape Up~*

Of special interest to guests who made New Year's resolutions to get in shape, The Peninsula Beverly Hills Spa has launched a partnership with Yada Yada Yoga, a lifestyle agency specializing in mobile personalized fitness classes. For the first time, hotel and spa guests' fitness experiences will not be confined to The Peninsula Spa and Fitness Center. Yada Yada Yoga's top trainers will offer private Pilates, yoga, kickboxing and personal-training sessions in guests' rooms, beside The Roof Garden pool, on a trail in the Hollywood Hills or on a Santa Monica beach. Guests also can meet with a certified nutritionist or physical therapist from Yada Yada Yoga to customize their nutrition or physical therapy needs and goals. Prices for private sessions start at US$ 145* per hour (* not including tax or gratuity).

In addition to a range of personalized mobile fitness classes, The Spa at The Peninsula Beverly Hills is offering "New Year, New You," a spa package designed for guests determined to shape up in the new year. The morning begins with a yoga or Pilates workout that focuses on deep-core muscle toning and flexibility. The private session is followed by a healthy breakfast at The Peninsula's al fresco Roof Garden restaurant. Guests then choose a hike in the Hollywood Hills with a trainer, a private kickboxing class or a personal-training session. The "New Year, New You" package culminates with a massage or other soothing treatment in The Spa, leaving guests feeling restored, balanced and energized. Prices for the "New Year, New You" package start at US$ 525* per person (*not including tax or gratuity).

For additional details or to book a spa treatment or custom fitness class, please contact The Spa at The Peninsula Beverly Hills at tel: (1-310) 551 2888, e-mail: pbh@peninsula.com or visit www.peninsula.com.

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**THE PENINSULA BEVERLY HILLS SPA LAUNCHES EXCLUSIVE FITNESS CLASSES PARTNERSHIP WITH YADA YADA YOGA - 2**

**About The Peninsula Beverly Hills**
The only AAA Five Diamond and Forbes/Mobil Five-Star hotel in Southern California for 15 consecutive years, The Peninsula Beverly Hills offers 193 elegantly appointed rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. This iconic luxury hotel is home to the sumptuous Belvedere Restaurant, The Living Room, where the legendary Peninsula Afternoon Tea is served daily, and The Peninsula Spa and the Rooftop Garden, a refined-resort oasis featuring a swimming pool, private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking
distance of Century City and Beverly Hills' legendary Rodeo Drive.

**About The Peninsula Hotels**
Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries 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. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila and The Peninsula 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.

**About Yada Yada Yoga**
Yada Yada Yoga, based in Beverly Hills, provides on location specially trained yoga instructors, Pilates instructors, massage therapists, fitness trainers, nutritionists, kickboxing and self-defense instructors and Emmy-winning hair and make-up artists who offer private, personally tailored services 24 hours a day, including visiting sets during production, sports events during the games and special events where guests want to relax.

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For further information, please contact:

Mr Spencer Yeo
Director of Marketing
The Peninsula Beverly Hills
Telephone: (1-310) 788 2340
Fax: (1-310) 788-2319
E-mail:
spenceryeo@peninsula.com
Website: www.peninsula.com
Digital Photo Library:
www.leonardo.com/peninsula

Ms Sharon Boorstin / Ms Susan Williger
Murphy O'Brien, Inc.
Telephone: 310-453-2539
E-mail: sboorstin@murphyobrien.com
E-mail: swilliger@murphyobrien.com
Website: www.murphyobrien.com