



February 14, 2011

**THE PENINSULA BEVERLY HILLS OFFERS A GLIMPSE INSIDE THE WORLD OF
CURRENT AND CLASSIC TELEVISION, RADIO AND NEW MEDIA AT
THE PALEY CENTER**

*Newest Peninsula Academy experience provides special access to the Paley Center for Media's
collection of more than 150,000 television and radio programs*

Located in the heart of Beverly Hills, the **Paley Center for Media** is a unique museum that showcases a collection of nearly 150,000 US and international television, radio and new media programs from the past 80-plus years. The Richard Meier-designed building is a dramatic setting in which to explore the cultural, creative and historical significance of TV and radio. Here, visitors can rediscover favorite programs and enjoy public events and film festivals featuring well-known actors and TV media spokespeople. Now, guests of The Peninsula Beverly Hills can enjoy special access to this world-famous cultural institution and its events.

Backstage at the Paley Center, the newest “Art of Hospitality” offering in The Peninsula Academy’s collection of cultural experiences for hotel guests, invites guests to enjoy a customized exploration of the Paley. At guests’ leisure, the hotel’s Rolls-Royce Phantom will whisk them from The Peninsula Beverly Hills to the Paley Center, located just a few blocks away. There, they will enjoy a private tour of the facilities and the collection with an expert Paley staff member, who will share colorful insider stories while recounting the history of television and radio. The staff member will focus on TV and radio programs that are of particular interest to the guests, whether from a specific era, such as the 1950s or 1960s, or in genres including comedy, drama, news, sports and documentaries. If the guests’ stay at The Peninsula coincides with one of the Paley Center’s frequent special events or film festivals, they will enjoy VIP access to backstage and the Green Room as well as VIP seating. At the guests’ convenience, the hotel’s Rolls-Royce Phantom will return them to The Peninsula. Lunch in The Belvedere, the hotel’s AAA Five-Diamond restaurant, or Afternoon Tea in The Living Room, along with a gift selection from the Paley Center Gift Shop, are included in the US\$ 185 price per person.

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Backstage at the Paley Center is just one of the bespoke programs that allow Peninsula guests to explore the unique lifestyle of Beverly Hills and Southern California. Other Peninsula Academy experiences include:

- **The Red Carpet-Ready Experience:** Guests are given the opportunity to be photographed in a style that captures the glamour of celebrities on the red carpet at a movie premiere or awards gala. The experience begins in the guests' room, where a professional stylist glamorizes their hair and makeup. Dressed in evening attire, they are photographed by Hollywood photographer Ryan Forbes against The Peninsula Beverly Hills' step-and-repeat banner, a backdrop like those used at Hollywood movie premieres and awards events. The Red Carpet-Ready Experience, including the in-room styling, photo session and two 10-inch x 12-inch color portraits, is priced at US\$ 950.
- **Hollywood Piano Legends Master Class:** Guests enjoy a private 90-minute piano lesson with The Peninsula Beverly Hills' Resident Pianist Antonio Castillo de la Gala, who entertains in The Living Room five nights a week with selections ranging from classical works and Broadway favorites to popular songs. Following the piano lesson, guests enjoy lunch with Castillo de la Gala in the hotel's elegant Belvedere restaurant, where he shares not only his knowledge of music, but also his personal reminiscences of performing for Hollywood celebrities during the past 30 years. A CD by Castillo de la Gala is included. Price: US\$ 338.
- **Star in a Hollywood Movie:** A television producer and crew film guests and their families sightseeing, shopping, relaxing by the pool – whatever suits their fancy in Tinsel Town. The footage is edited into a professional-quality movie that they can watch on DVD at home. Prices start at US\$ 2,500 per day.

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Created in 1997 at The Peninsula Hong Kong, The Peninsula Academy was designed to offer guests at each Peninsula Hotel a personalized introduction to its city's culture, cuisine, arts and more, through individualized experiences. Peninsula Academy reservations are subject to availability, and advanced booking is recommended. Contact The Peninsula Beverly Hills Concierge at tel: (1-310) 551 2888, e-mail: pbh@peninsula.com or visit www.peninsula.com/beverlyhills.

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About The Peninsula Beverly Hills

The only AAA Five-Diamond and Forbes Five-Star hotel in Southern California for 18 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, 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 on South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills' legendary Rodeo Drive.

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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