

February 15, 2012

PENINSULA ACADEMY PROGRAMS AT THE PENINSULA CHICAGO

A series of culturally based programs created for guests to experience the unique aspects of the local community.

Today's travelers are increasingly interested in unique experiences that create memories that will last a lifetime; programs that provide guests with the opportunity to experience the city's culture, lifestyle, cuisine, arts and history from a unique perspective. In an effort to provide guests rare learning experiences and exclusive opportunities to explore Chicago culture, The Peninsula Hotels have developed The Peninsula Academy program.

The Peninsula Academy learning and activity program was created to give guests a personalized introduction to Chicago's heritage and rich artistic background through individualized classes, tours and activities all presented from a local perspective.

Originally introduced at The Peninsula Hong Kong in 1977 to give guests an insight into Hong Kong's unique melding of eastern culture and Western style, the highly popular program soon spread to the groups' other Asian properties. The Academy has been expanded to incorporate the group's nine hotels in Asia and the USA.

The Peninsula Chicago's Academy of classes includes a range of experiences, including:

THE CULTURAL EXPERIENCE

Chicago Film Tour

Chicago has been home to numerous movie locations - so many, in fact, that this tour will take participants over 30 miles in two hours, venturing from Chinatown to Uptown, Lakeview to Downtown and everywhere in between. This tour visits more than 30 sites where more than 50 movies were filmed, from Hollywood blockbusters including *The Dark Knight* and *The Fugitive* to Chicago favorites such as *Ferris Bueller's Day Off* and *The Blues Brothers* to movie classics like *North by Northwest* and *The Sting*. Options include choosing to take the existing pre-set tour or guests may self-select their desired locations based on their movie preferences.

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PENINSULA ACADEMY PROGRAMS AT THE PENINSULA CHICAGO – 2

At each location, guests will watch scenes come to life on the small screen while getting up close and personal with memorable locations. The Chicago Film Tour is perfect for movie lovers and is also a great way to explore the Windy City with friends or family in a novel way. The two-hour tour requires 48-hours advance reservations and is ideal for up to four people. Pricing for this program starts at US\$ 700 per tour.

Customized Private Tour at The Art Institute of Chicago

Experience a rare opportunity to explore the world of art with the Customized Private Tour at Chicago's famed Art Institute. Guests will learn how the museum's curators store, catalogue and care for the precious art. This tour provides information about the extensive collections at the museum and teaches guests how the curators go about deciding which pieces to display as part of an exhibition.

As part of the exclusive tour, guests will pre-select the topic and area of interest. The tour will provide an in-depth perspective in the galleries of the chosen topic and will be guided by one of the museum's Art Historians.

In addition to the experience at this world-renowned museum, guests will have the opportunity to take a private tour of The Peninsula Chicago's art collection. The hotel's art collection is an integral part of the interior design concept and helps to create the elegant, contemporary and timeless setting at The Peninsula Chicago.

The one-hour tour of The Art Institute of Chicago and the tour of The Peninsula Chicago's art collection can be arranged with two-week's advance reservations and includes entrance to the museum for the entire day. This program can be reserved for up to eight people and pricing starts at US\$ 500.

PENINSULA ACADEMY PROGRAMS AT THE PENINSULA CHICAGO – 3

THE LIFESTYLE EXPERIENCE

Shop The Showrooms

Experience an exclusive excursion to the private world of the legendary Merchandise Mart, the world's largest collection of couture home furnishings. Merilee Elliott, an accomplished designer and luxury living expert, guides guests through a two-hour customized experience at the exclusive designer showrooms at The Merchandise Mart, discussing design trends, a look behind the scenes, access to reduced pricing on furnishings and even creating a personalized design for your home. Pricing for Shop the Showrooms is available upon request.

Private Architectural Boat Tour

Chicago is known worldwide for its magnificent architecture; in fact the city is credited as the birthplace of the first modern skyscraper. Experience Chicago's brilliant architecture from the Chicago River aboard a private yacht from the fleet of Chicago's First Lady. The two-hour excursion will accommodate two to six passengers aboard Lady Grebe, a 48-foot vintage mahogany wood yacht. Refreshments aboard the yacht are provided by The Peninsula Chicago. A Chicago Architecture Foundation guide will provide exclusive architectural commentary. The boat tour is priced at US\$ 2,500.

How To Throw The Ultimate Party

Gregory Hyder, Chicago's five-star party guru and Director of Catering for The Peninsula Chicago, will take guests through each of the steps on how to plan a magnificent event from concept to the big day. From invitations and menu planning, creating the perfect ambiance for every occasion, floor plans and table seating, selecting and pairing wines, seasonal themes and color schemes to budgeting and timelines, participants will be ready to host their own ultimate soirée. Guests will enjoy afternoon tea during their two-hour session. This program is available Monday through Friday with one week advance notice and is priced at US\$ 200 per person. There is a six person minimum in order to reserve this program.

PENINSULA ACADEMY PROGRAMS AT THE PENINSULA CHICAGO – 4

THE CULINARY EXPERIENCE

Shanghai Terrace Private Cooking Class

Having earned a reputation for superb cuisine, The Peninsula Chicago Culinary Experience will take guests on a journey through the kitchen of Shanghai Terrace. The guests' four-hour experience will include a private afternoon with the Chef de Cuisine of the restaurant and the culinary team, covering ingredient selection, menu planning and cuisine preparation. Following the afternoon with the chef, guests are invited to enjoy the four-course menu they helped to create, paired with wines. The Private Cooking Class is priced at US\$ 350 per person.

A Culinary Journey

Savor the opportunity to experience the hotel's treasured restaurants and inviting bar all in one night during the culinary dine-around. The evening will encompass a course in each of The Peninsula's award-winning restaurants, showcasing signature menu items in each. The journey begins with a specialty cocktail in The Bar, followed by tartines and flambées in the European bistro, Pierrot Gourmet. For the next course, diners are off to Shanghai Terrace for a selection of dim sum followed by a choice entrée. Finally for dessert, guests will savor delicious specialties in The Lobby. The Culinary Journey is priced at US\$ 170 per person, including wine pairings.

Private Wine Tastings

The hotel's Sommelier will pre-select flights of the most popular international grape varieties in the world. Six red wines and six white wines will be tasted. The variety of wines will allow guests to truly see the differences to learn the personalities of each grape. Flavors, aromatics, textures and bodies will be discussed while guests sample wines, accompanied by a selection of light hors d'oeuvres. The Private Wine Tastings program will include a full wine cellar tour as well as a bottle of the Sommelier's selected wine to take home. The two-hour Private Wine Tastings are priced at US\$ 175 per person. This program requires 48-hours advance notice and there is a four-person minimum.

PENINSULA ACADEMY PROGRAMS AT THE PENINSULA CHICAGO – 5

THE PENINSULA KIDS' ACADEMY

Little Baker's Pen Kids' Academy

Calling all junior pastry chefs! Children between the ages of five and 12 years old will enjoy spending three hours with The Peninsula's Executive Pastry Chef and the pastry team creating and decorating novelty items such as cupcakes, marshmallows and cookies and sweet treats. Each child also receives a chef jacket and baker's kit. Parents are invited to enjoy a relaxing Afternoon Tea during the time period. The Little Baker's class is available Monday through Thursday, between 2:00 pm and 5:00 pm with advance notice and is not available on holidays. The cost is US\$ 125 per child, including Afternoon Tea for one adult. Afternoon Tea for additional adults is priced at US\$ 42 per person.

Pen Kids' Academy Scavenger Hunt

Let The Peninsula Chicago's expert concierge team create the ultimate scavenger hunt in the hotel or around the city for guests to experience with their children. Answer such puzzling questions as what is the name of the largest T-Rex dinosaur? Or, what two floors are missing in The Peninsula Chicago's elevators? What street travels east, west, north and south? The Scavenger Hunt includes a list of places to discover, a Peninsula Chicago welcome backpack filled with fun activities and a welcome gift and a disposable camera for concierge to develop at no extra cost. When the junior Academy participants have completed their "test" they will receive a special completion prize and "Peninsula Certificate of Completion". The Scavenger Hunt is priced at US\$ 49 per person.

Program Details:

To avoid disappointment, The Peninsula Academy activities should be confirmed prior to arrival in Chicago with at least 48-hours advance notice. Bookings are subject to availability. Prices may change and are subject to service charge and local government tax. Cancellations must be made at least 24-hours in advance, or the hotel regrets that the full charge will apply. While Peninsula Academy programs are offered for one or two guests at a time, activities can also be tailor-made for small groups – a perfect choice for business travelers attending meetings at the hotel, incentive tours

THE PENINSULA

C H I C A G O

or spouse programs. All Peninsula Academy classes are conducted in English, but an interpreter can be arranged for an additional cost.

For inquiries and booking, please contact The Peninsula Chicago Concierge team at tel: (1-312) 573 6530 or e-mail: conciergepch@peninsula.com.

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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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