

THE PENINSULA

NEW YORK

September 27, 2012

THE PENINSULA NEW YORK SUPPORTS BREAST CANCER AWARENESS MONTH

Dedicated programs from Afternoon Tea to a “Pink-cation” spa retreat provide unique ways to support The American Cancer Society’s Making Strides Against Breast Cancer

During the month of October, The Peninsula New York will be positively pink as it participates in Breast Cancer Awareness Month with its “Peninsula in Pink” charitable program – a groupwide campaign spearheaded by The Peninsula Hotels worldwide. In North America, the program is designed to raise both awareness and funds from October 1 – 31, 2012 to support The American Cancer Society’s Making Strides Against Breast Cancer initiative.

Peninsula in Pink Afternoon Tea in Gotham Lounge

Gotham Lounge’s **Peninsula in Pink Afternoon Tea** will be perked up with a variety of pink-themed pastry items including, rosewater macaroons, meringue lollypops, white chocolate raspberry trifle and more.

Time: 2:00 pm to 5:00 pm, daily

Price: \$55 per person (including a \$5 donation)

Reservations: (212) 903 3049 or e-mail diningpny@peninsula.com

Salon de Ning’s Pink Orchid

The bartenders at Salon de Ning rooftop bar and terrace have created a blush-hued “Pink Orchid” cocktail comprised of Champagne, Fragoli Strawberry Liquor and garnished with a fresh strawberry. The charitable cocktail is price at \$35 and includes a \$5 donation.

Salon de Ning is open every evening from 5:00 pm until 1:00 am. For inquiries, please contact tel: (212) 903 3049, or e-mail: diningpny@peninsula.com

The Peninsula Spa Pink Treatments

The Peninsula Spa supports Breast Cancer Awareness Month with several ways to embrace wellness and philanthropy.

Making Strides Package

This package will help keep guests fit with a training session in the cutting-edge fitness center, followed by a relaxing massage and poolside lunch.

- 60-minute Holistic Massage
- 60-minute Personal Training or Private Yoga session
- Bento box lunch
- Full day use of the Fitness Club including pool, sun terrace and all group fitness classes
- \$15 donation to Making Strides Against Breast Cancer

Validity: October 1 - November 30, 2012

Price: \$275 (not including taxes and gratuity)

Pink-cation Package

Retreat during the work week with this exclusive offer Monday through Friday only.

- 60-minute Holistic Massage or Intensive Facial
- 15-minute "Deeper Relaxation" addition with choice of facial cleanse, scalp massage or additional massage time
- Full day use of the Fitness Club including pool, sun terrace and all group fitness classes
- Bento box lunch
- Classic "Pink Manicure" inclusive of a complimentary bottle of ESSIE's "Raise Awareness" nail polish
- \$15 donation to Making Strides Against Breast Cancer.

Validity: October 1 – 31, 2012 (Monday through Friday only)

Price: \$300 (not including tax or gratuity)

Pink Manicure at Melange Salon

Melange Salon, located within The Peninsula Spa, is offering a special "Pink Manicure" that includes a complimentary bottle of ESSIE's "Raise Awareness" pink nail polish and a \$5 donation to Making Strides Against Breast Cancer.

Validity: October 1 – 31, 2012

Price: \$35 (not including tax or gratuity)

Reservations for The Peninsula Spa can be made directly at tel: (212) 903 3910, or e-mail: spapny@peninsula.com. The Spa is open seven days a week, from 8:00 am to 9:30 pm. For additional information on The Peninsula Spa, please visit www.peninsula.com/newyorkspa.

In addition to the above initiatives, the hotel's front entrance will feature special pink lighting, commemorative ribbons around the traditional Chinese Guardian Lions that flank the hotel's entrance and a pink floral theme throughout the hotel.

An exclusive "Peninsula in Pink" pink ribbon pin has been designed and will be worn by all hotel employees and will also be available for purchase for \$5 with proceeds donated to Making Strides Against Breast Cancer. The Peninsula's front office team will also sport pink ties for the men and scarves for the women to show their unified support for the cause. For more than 10 years, The Peninsula New York's employees have participated in The American Cancer Society's annual Making Strides Against Breast Cancer walk, and will again participate this year to raise funds.

The Peninsula New York is ideally located on Fifth Avenue and 55th Street, in the heart of New York City's most prestigious shopping, cultural, and business neighborhood, in Mid-town Manhattan. A 23-story, 1905 landmark building, The Peninsula New York features 185 spacious and luxurious guest rooms and 54 suites, decorated in a classic, contemporary style with art nouveau accents. For additional information on The Peninsula New York please visit www.peninsula.com/newyork.

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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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