

1 October 2012

CHERRY BLOSSOM SEASON AT THE PENINSULA TOKYO

- *An Enriching Peninsula Moment*

Last month, The Peninsula Hotels introduced “Peninsula Moments,” a new global brand campaign using photography and video to demonstrate how The Peninsula Hotels brings the very best and unique aspects of each destination to its guests with style, sophistication and elegance. Moments and memories to remember, reflecting an authentic sense of destination, are brought to life by the stunning architecture, thoughtful design, local insight and the genuine desire of Peninsula staff to showcase the very best of their cities.

With a new year come new experiences and special moments, and so The Peninsula Tokyo and its staff plan to offer the very best of 2013 by bringing one of Japan’s most iconic seasons to life in the hotel lobby from 11 to 15 March 2013.

Adding a modern take to this much loved tradition, guests can enjoy cherry blossom season like no other hotel has done before, with seven magnificent *sakura* arrangements, each standing more than 2.5 meters tall, 64 cherry blossom table arrangements and 10 custom-made Japanese lanterns adorning the base of the hotel’s signature lobby art piece by Keisen Hama.

By day, Tokyo and the world pass under the lobby’s cherry-blossom-like-clouds, and by night are treated to a serene setting with flickering *washi* paper lanterns, ivory walls and wooden lattices, echoing the *senbongoshi* architecture of old Kyoto, the nation’s former capital and still the center of Japanese culture.

As cherry blossom fever grips the nation with television news stations reporting on the first blossom of the season and Japanese camping out overnight to claim the best places under the cherry trees, guests can be assured that The Peninsula’s *ohanami*, or cherry blossom viewing party, will be Tokyo’s most glamorous. Even more reason to visit the hotel is the opportunity to taste *sakura* season with unique offerings at Peter, Peter: The Bar, The Lobby, The Peninsula Boutique & Café and The Peninsula Spa.

THE PENINSULA

T O K Y O

CHERRY BLOSSOM SEASON AT THE PENINSULA TOKYO – 2

Peter

Cherry Blossom Bento Lunch Box

1 March – 30 April 2013

An elegantly presented Western lunch in a beautiful pink triangular lacquer box that perfectly matches the delicate cherry tree pink petals, priced at JPY 3,800 per person.

Peter

Cherry Blossom French Sunday Brunch

17 and 24 March 2013

A *sakura*-inspired appetizer and dessert buffet, unlimited main course menu and a glass of Dom Pérignon Brut Champagne, priced at JPY 6,500 per person, including unlimited soft drinks, coffee and tea; JPY 10,500 per person, including unlimited Moët & Chandon Rosé Champagne and wine; or JPY 14,500 per person, including unlimited Dom Pérignon Brut Champagne and premium wine. All drinks, Champagne and wines are available for a two-hour period accompanying the meal.

Peter: The Bar

Blossom Cocktails

1 March – 30 April 2013

Peter: The Bar's bartenders create original cocktails inspired by the blossoms of cherry, peach, apricot trees and more, priced at JPY 1,800 per non-alcoholic cocktail and JPY 2,000 per cocktail.

The Lobby

The Peninsula *Sakura* Afternoon Tea

11 March – 14 April 2013

Enjoy cherry blossom scones, cakes and finger sandwiches with Veuve Clicquot Rosé Champagne in this rich British tradition, priced at JPY 3,800 per person; JPY 6,800 per person, including unlimited Veuve Clicquot Rosé Champagne.

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T O K Y O

CHERRY BLOSSOM SEASON AT THE PENINSULA TOKYO - 3

The Peninsula Boutique & Café

Cherry Blossom One-Plate Meal

11 March – 10 April 2013

Enjoy a one-plate meal with hints of *sakura* flavors, priced at JPY 1,500 per person.

The Peninsula Boutique & Café

***Ohanami* Picnic Set**

11 March – 10 April 2013

A picnic basket for two to enjoy under the cherry blossoms in the park, includes a half bottle of rosé sparkling wine and a selection of cold cuts, sandwiches and desserts, priced at JPY 5,000 for two. Three-days advance reservation required.

For more information or to make a restaurant reservation, please contact The Peninsula Tokyo at (81-3) 6270 2888 or visit peninsula.com. All prices include consumption tax and are subject to a 10% service charge, excluding retail merchandise.

The Peninsula Spa

The Peninsula “Cherry Blossom” Ceremony

1 March – 30 April 2013

Enjoy a cup of hot cherry blossom tea and a pink Peninsula macaroon, during a gentle foot scrub before a one-hour-50-minute treatment. This ultimate body treatment will improve skin texture with a skin exfoliation, body mask and express facial cleanse, while a deep relaxing head massage and aromatherapy body massage will rid the body and mind of unwanted tension and stress. The price is JPY 38,000 on weekends and national holidays and JPY 32,000 on weekdays.

The Peninsula Spa is open daily from 10:00 am to 10:00 pm. Prices include tax and service charge. For more information or reservations, please contact The Peninsula Spa at (81-3) 6270 2299, e-mail: spatpk@peninsula.com or visit peninsula.com.

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T O K Y O

CHERRY BLOSSOM SEASON AT THE PENINSULA TOKYO - 4

Winter Moments Room Package

During cherry blossom week and up until 15 March 2013, guests can enjoy special room rates from JPY 46,000 when reserving two nights or more during the final days of the Winter Moments room package. With value-added benefits, including a spa and dining credit, it is the ideal way to experience this breathtaking season when parks and hillsides appear to turn into cotton-candy-wonderlands.

Benefits include:

- Upgrade to the next room category
- JPY 12,000 spa and dining credit to be used in the hotel's restaurants, bar and Peninsula Spa
- Daily American breakfast for two
- Complimentary wired and wireless broadband Internet access
- Complimentary use of Fitness Center and Swimming Pool
- Daily local newspaper

2013 Rates

Room Type

Superior Room	JPY 46,000
Deluxe Room	JPY 51,000
Deluxe Corner Room	JPY 54,000
Deluxe Park View Room	JPY 56,000
Grand Deluxe Room	JPY 66,000
Executive Suite	JPY 96,000

The above rates are valid until 15 March 2013.

To book the Winter Moments room package, please visit peninsula.com, contact the Reservations Department at The Peninsula Tokyo at (81-3) 6270 2288 or e-mail: reservationptk@peninsula.com.

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T O K Y O

CHERRY BLOSSOM SEASON AT THE PENINSULA TOKYO – 5

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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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