

CLIENT: OCEAN Vodka

Media contact: Bonnie Friedman, 242-8383 (Maui)

FOR IMMEDIATE RELEASE

November 30, 2006

HAWAI‘I’S OCEAN VODKA NOW SERVED ON ALOHA AIRLINES

First Class passengers on Aloha Airlines flights to and from the U.S. Mainland **on Christmas Day** will be able enjoy a martini made with Hawai‘i’s own ultra-premium OCEAN Vodka. And **soon after Christmas Day, Aloha Airlines will offer the 100% USDA certified organic spirit on all flights to and from the Mainland in its first class cabin. Eventually, OCEAN Vodka will be available for sale to Economy Class passengers.**

“We’re thrilled that Aloha is the first transpacific airline to serve OCEAN Vodka as the premium pour for our First Class passengers,” said Thom Nulty, Aloha’s Sr. Vice President Marketing and Sales. “We are especially proud of the fact that the product is made on Maui, which is one of our most popular destinations.”

Launched just four months ago, OCEAN Vodka is now available in more than 400 outlets throughout the Hawaiian Islands including bars, restaurants, hotels, and retail outlets such as Costco and Foodland statewide.

OCEAN Vodka is distilled from organic rye and corn and blended on Maui with MaHaLo Hawaii Deep Sea™ Water – produced by KOYO USA – from 3,000 feet below the surface off the Island of Hawai‘i.

Please visit www.oceanvodka.com for complete information and a complete list of Island outlets.

Aloha Airlines offers a superior inflight experience on flights to the Islands from Oakland, Sacramento, Orange County, San Diego, Las Vegas and Reno. Aloha also provides the most convenient flights between O‘ahu, Maui, Kaua‘i and Kona and Hilo on the Island of Hawai‘i. Please visit www.AlohaAirlines.com

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CLIENT: 15TH ANNUAL "A TASTE OF LAHAINA"

Media contact: Bonnie Friedman, 242-8383

FOR IMMEDIATE RELEASE

August 14, 2006

**15TH ANNUAL "A TASTE OF LAHAINA &
THE BEST OF ISLAND MUSIC"
TAKES PLACE FRIDAY, SEPT. 8TH AND SATURDAY, SEPT. 9TH**

Maui's biggest and most popular culinary and entertainment event celebrates a milestone this year. **The 15th Annual "A Taste of Lahaina & The Best of Island Music"** (please see end of this release for entertainers confirmed at this writing) **takes place on Friday, September 8th from 5:00 to 10:00 p.m. and Saturday, September 9th from 4:00 to 10:00 p.m. at Lahaina Recreation Park II** (behind the Lahaina Aquatic Center and soccer field at the end of Shaw Street off Honoapi'ilani Highway). Against the dramatic backdrop of the West Maui Mountains, 25 restaurants will serve "tastes" of their signature dishes while Hawai'i's best musicians provide continuous entertainment. The Kids' Zone is back as is the retail country store is back where event logo items and Maui-grown and Maui-manufactured food products are available for purchase. Maui's own Roselani Ice Cream is also available along with soft drinks, wine, beer and cocktails (for those 21 and older, ID required). Hawai'i's hottest new spirit, OCEAN Vodka, will offer signature martinis for sale. General admission is \$5 per person; children 12 years of age and younger are admitted free.

New this year is the fine dining area with a prix fixe menu and table service. Preferred seating near the main stage and VIP parking are also included in a \$75 per person package (valid for one night only, please) that also includes \$50 in restaurant food scrip, \$10 in drink coupons, and quick and easy access special parking near the event site (valued at \$10), and the general admission fee of \$5.00. Please note that two people arriving in the same vehicle may share this package by paying one additional general admission of \$5.00.

In honor of its 15th anniversary and to mark this election year, an Iron Chef-style cook-off will feature Maui's own mayoralty candidates using their own special sauce ingredients for a barbecue.

One of the most important aspects of this beloved event is the fact that a portion of the weekend's proceeds benefits many of Maui's youth, athletic, cultural, and educational organizations. AYSO soccer teams, Lahainaluna High School, Maui Preparatory Academy, Sacred Hearts School, and Horizons Academy are just a few of this year's beneficiaries.

Four acres of free parking are available adjacent to the event site off Shaw Street. Off-site parking on the ocean side of Honoapi'ilani Highway in private lots on Waine'e and Shaw Streets is also available.

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For more information, please call the Lahaina Event Hotline, toll-free at 1-888-310-1117 or visit www.visitlahaina.com. “A Taste of Lahaina & The Best of Island Music” is presented by the LahainaTown Action Committee, Maui businesses and hundreds of volunteers.

The Best of Island Music line-up confirmed to date:

Friday

Pito Xavier

Makaha Sons

Ekolu

Henry Kaponu

Saturday

Conscious Healing

Makana

Crazy Fingers

Willie K

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CLIENT: ROSELANI ICE CREAM

Media Contact: Bonnie Friedman, 242-8383, mauigp@aol.com

FOR IMMEDIATE RELEASE

December 12, 2005

MAUI'S OWN ROSELANI ICE CREAM
TAKES TO THE HIGH SEAS!

Where can you enjoy Maui's own Roselani Ice Cream – in all its tropical deliciousness – AND a 360-degree ocean view? At the Roselani Ice Cream Scooping Station aboard Norwegian Cruise Lines' Pride of Aloha! The popular parlor features an always-revolving variety of 15 of Roselani's "ono-licious" tropical ice cream flavors including the Mango 'n Cream, Coconut Pineapple, Kona Coffee, and Macadamia Nut, and luscious sherbets including Guava, Liliko'i, Lychee, and Maui Pineapple. The cruise line's entire Hawai'i fleet – which includes the Pride of America and the soon-to-be-launched Pride of Hawai'i – serve Roselani Ice Cream exclusively at all levels of the ships' foodservice operations. "It's very heartening that a company like Norwegian Cruise Lines both enjoys and values the quality and integrity of our product," says third-generation Roselani Ice Cream maker Cathy Nobriga Kim. "We're also proud to say that working with Norwegian Cruise Lines has significantly boosted Roselani's foodservice sales."

"Roselani Ice Cream is a quality product that serves ice cream local-style with 'home-grown' ingredients," says Robert Kritzman, Executive Vice President, Managing Director – Hawai'i Operations of Norwegian Cruise Lines. "It's enjoyed by our passengers and is one of the many Hawai'i products we purchase as part of our commitment to buying from and supporting local businesses."

A division of the Nobriga-family owned and operated Maui Soda & Ice Works, Ltd., Cathy's grandfather started making ice cream from scratch in 1932; it was branded as Roselani in 1970 by her father, Buddy. Today, Roselani Ice Cream is still made fresh daily in Wailuku and is available throughout the Islands.

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CLIENT: THE OLD WAILUKU INN AT ULUPONO

Media Contact: Bonnie Friedman

FOR IMMEDIATE RELEASE

November 16, 2004

MAUI'S OLD WAILUKU INN ON 2005 FODOR'S CHOICE HOTELS LIST

The Old Wailuku Inn at Ulupono is the only property in the state of Hawai'i on the just-released 2005 Fodor's Choice Hotels "Top 20 Hotels of the World" list. This second annual list compiled by the writers and editor of Fodor's Travel Publications, ranks hotels in six categories ranging from Dazzlingly Decadent to True Value. The Inn is included in the True Value category. According to the publisher, the hotels selected are "unique, unusual, and not-to-be-missed; and you're sure to have a one-of-a-kind experience."

The Old Wailuku Inn appears as a "Fodor's Choice" in the 2005 Hawai'i "Gold" Guide as is featured on the publisher's website (www.fodors.com). The entry reads: "Relive the Hawai'i of the 1920s in this historic home in a charming neighborhood. Each themed room is decorated with a different Hawaiian flower, right down to the heirloom Hawaiian quilt on the bed. Feel like one of the family as you lounge on the grand front porch at the ultimate Hawaiian B & B."

Owned and operated by native Islanders Janice and Tom Fairbanks, the beautifully restored 1924 "Queen of Wailuku homes" was opened as The Old Wailuku Inn at Ulupono in 1997; in 2002, three additional guest rooms were opened in Vagabond's House, next door to the Inn's main building. Since its opening, the Inn has been listed on the Hawai'i State Register of Historic Places. The following year, the Inn won a "Keep It Hawai'i" award for accommodations – the Hawai'i Visitors & Convention Bureau's top state honor for efforts to preserve Hawaiian culture; in 2000 it was rated #5 on Travel + Leisure magazine's Top Ten U.S. Bed & Breakfasts list and earlier this year, it received a Historic Hawai'i Foundation Historic Preservation Honor Award.

The Old Wailuku Inn at Ulupono is located at 2199 Kaho'okele Street in historic Wailuku town in Central Maui. Phone 808-244-5897; toll free 800-305-4899; website address – www.mauiinn.com

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CLIENT: PĀ'Ū O HI'IAKA

Media Contact: Bonnie Friedman, 808-242-8383, mauigp@aol.com

FOR IMMEDIATE RELEASE

October 25, 2001

HŌKŪLANI HOLT-PADILLA'S PĀ'Ū O HI'IAKA
CELEBRATES ITS 25TH ANNIVERSARY IN GRAND STYLE

More than 120 invited guests gathered at The Dunes at Maui Lani banquet room on Saturday, October 13th to celebrate the 25th anniversary of Kumu Hula Hōkūlani Holt-Padilla's Pā'ū O Hi'iaka. It was a grand night of music, dance – and, of course, food! – enjoyed by a room filled with friends and family.

Well known, respected and loved in the community as a Hawaiian cultural and language expert and educator as well as a kumu hula, Hōkūlani Holt-Padilla's maternal genealogy is steeped in the hula tradition. Her grandmother, Ida Pakulani Long, and her Auntie Mae Loebenstein were kumu hula as are her mother, Leiana Woodside, and her Auntie Kahili Cummings. Along with many other family members, "Auntie" Leiana and "Auntie" Kahili attended the anniversary celebration. Hōkūlani also studied hula with Hoakalei Kamau'u and chant with the Pua Kanahele.

"For me, two things came very clearly to mind that night," says Hōkūlani. "Over all these years the hālau has kept strong personal bonds with members past and present. Those personal relationships have continued even when the dancing has stopped.

"And seeing my children dance and my granddaughter there represent the fulfillment that the hula tradition of my family will continue."

Hōkūlani's son Lono, a student at the University of Hawai'i at Mānoa, performed two solo 'auana hula to the delight of the crowd, most specifically the ladies! Lono is a member of Ka Pā Hula O Kamehameha under kumu hula Holo'ua Stender. The hālau competed for the first time last spring at the Merrie Monarch Hula Festival and walked away with several awards. The youngest of Hōkūlani's three children, daughter Kanī'au, is a member of Pā'ū O Hi'iaka and performed with the hālau at the anniversary celebration. Hōkūlani's oldest child, daughter Lu'ukia studies medicine in Honolulu and is the mother of Hōkūlani's granddaughter, Kalani.

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