

# News Release



**FOR IMMEDIATE RELEASE**

## **Kapalua Resort's New Mountain Outpost and Adventure Center Now Open**

**KAPALUA RESORT, MAUI, HAWAII** (January 23, 2008) – Kapalua Resort's new Kapalua Adventures Mountain Outpost, featuring one of the largest and longest zipline systems in North America, has opened to the public.

Located mauka (towards the mountains) of the resort, the new Mountain Outpost offers visitors a full menu of outdoor activities, including eight dual-track ziplines, two suspension bridges, a comprehensive high-ropes challenge course, and a four-station climbing tower. The eight ziplines offer nearly two miles of scenic adventure with the longest zipline at 2,200 feet in length.

In addition to adventure, the Mountain Outpost offers education opportunities. Guests can learn about the geological, natural and cultural history of the area from qualified, knowledgeable guides who have been extensively trained in Hawaiian history, culture, flora and fauna of the area as well as safety and first-aid.

“We are extremely proud to open the Mountain Outpost, which was designed to offer guests adventure activities unlike any others available in Hawaii,” said Adam Quinn, Kapalua Resort's director of resort activities. “In order to create the ultimate experience, we spent the past two years developing this state-of-the-art, dynamic, safe, educational and environmentally friendly attraction and activities program.”

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Carefully designed to minimize impact to the natural environment, the Mountain Outpost welcomes guests transported from the Kapalua Adventure Center in biodiesel-fueled Mercedes-Benz Unimogs via existing pineapple field access roads. A “zipper lifter” will transport guests from the main viewing platform up the mountainside to access the zipline systems. Ziplines allow guests to view plant and bird life with minimal disruption to the ecosystem. Guides keep guests on paths especially designed to minimize erosion, while avoiding sensitive areas.

On the Kapalua Adventures Mountain Outpost’s zipline system, guests can quietly zip above the tree canopy, deep ravines and other natural features. The Mountain Outpost provides a safe, comfortable, enjoyable experience for virtually all ages and fitness levels that will suit everyone’s interest. Additionally, much of the experience is handicapped-accessible.

The Kapalua Adventure Center, located below the Kapalua Golf Academy in the clubhouse across from Kapalua Logo Shop, is a destination unto itself. The outfitters shop features premium quality clothing and gear. Other highlights include a café with fresh, light healthy fare, specialty coffee bar and an impressive selection of beer and wine, a high-energy multi-media entertainment and information center, and trained adventure concierges ready to assist guests in creating their own outdoor experience of a lifetime.

Kapalua Resort has pledged 10 percent of the profits generated by the Adventure Center to the Pu‘u Kukui Watershed Preserve, which is home to several of the world’s rarest plants and insects as well as a pristine tropical bog and delicate ecosystems. This conservation-zoned land provides all irrigation and potable water for Kapalua Resort, Honolua Plantation and Kapalua Farms, and drinking water for much of the West Maui community.

Prices for Kapalua Adventures Mountain Outpost activities and tours range from \$60 to \$159, depending on length and type of selected activities. Custom packages can also be created at a variety of price levels. Reservations are currently being taken. To book an adventure through Kapalua Adventures, call (808)665-4FUN (4386) direct, (877)665-4386 toll-free, or email [info@kapaluaadventures.com](mailto:info@kapaluaadventures.com).

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## **ABOUT KAPALUA RESORT**

Kapalua Resort is a 22,000-acre, master-planned community set amidst a working pineapple plantation on Maui's northwest coast. The resort is renowned for its world-class golf courses - The Bay and The Plantation Courses; 10 residential communities; premier accommodations at The Ritz-Carlton, Kapalua; The Kapalua Villas, a villa rental program; Kapalua Luxury Homes, a luxury home rental program; a tennis complex; three white sand beaches, including two of America's Best Beaches, and a myriad of restaurants and shops. Kapalua Resort hosts a signature event series each year, the PGA TOUR's season-opening Mercedes-Benz Championship in January, Whale Quest Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in March, Kapalua Wine & Food Festival in June and the Kapalua LPGA Classic beginning October 2008. For more information, visit [kapalua.com](http://kapalua.com) or call 1-800-KAPALUA.

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### **Media Contacts:**

Teri Freitas Gorman  
VP, Corporate Communications  
Maui Land & Pineapple Company, Inc.  
Kapalua Land Company, Ltd.  
808-877-3857  
[tgorman@mlpmaui.com](mailto:tgorman@mlpmaui.com)

Char Chang  
Bennet Group PR  
Office: 808-531-6087, ext. 104  
Cell: 808-265-3493  
[char@bennetgroup.com](mailto:char@bennetgroup.com)