

FOR IMMEDIATE RELEASE

Kapalua Resort Honored as One of the World's Top Golf Course Destinations

KAPALUA RESORT, MAUI, HAWAII (December 26, 2006) —The Kapalua Resort (Kapalua) on Maui recently received **The Jemsek Award** for Golf Course Excellence. This prestigious honor is given annually to the world's best golf courses that are widely recognized for their superior quality, for hosting major amateur and professional tournaments and as venues that golfers travel to far and wide.

"It is exciting to be recognized as having some of the world's top golf courses," said Gary Planos, senior vice president. "The Mercedes-Benz Championship is right around the corner and our guests and viewers have the opportunity to see first hand the spectacular setting of the Kapalua Resort and its award winning Plantation Course." This winner's only PGA TOUR event will be shown live on the Golf Channel or guests can purchase tickets on site or at www.kapalua.com.

The Jemsek Award, given by The National Golf Course Owners Association, honors the world's top championship-caliber golf courses that have established reputations as outstanding destinations. The Jemsek Award is named in honor of the late Joe Jemsek, owner of Chicago's Cog Hill Golf Club, one of the nation's best – and toughest – public courses. One recipient each year is chosen by the Board of Directors. Prior to 2002, this award was called The Course of the Year Award.

Past Jemsek Award winners include the Bandon Dunes Golf Resort, Pebble Beach Golf Links, Bay Hill Club and Lodge, Harbour Town Golf Links and Whistling Straits, to name a few.

The Kapalua Resort is a 23,000-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, The Village and The Plantation Courses; ten 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 April and the Kapalua Wine & Food Festival in June. Readers of **Travel + Leisure Golf** magazine recognized Kapalua Resort as the #1 Golf Destination in Hawai'i for 2006. For more information, visit www.kapalua.com or call (800) KAPALUA.

Photography available upon request or download from the photo image gallery at kapaluamaui.com/download.

###

Media Contact:

Tracy Johnson
Public Relations Manager
Maui Land & Pineapple, Inc.
808-877-1693
tjohnson@kapaluamaui.com