

NEWS RELEASE



FOR IMMEDIATE RELEASE

The Kapalua Villas Offers Several Accommodation Specials

KAPALUA RESORT, MAUI, HAWAII (July 24, 2007) — Kapalua Resort encourages avid travelers to take advantage of special prices on accommodations and activities when they book a stay at The Kapalua Villas through December 19. Situated throughout Kapalua Resort, these luxury one, two- and three-bedroom vacation condominiums provide guests with unlimited access to world-class resort facilities, services and amenities.

Packages include:

Three For Free Special- *from \$269 per night**

The Kapalua Villas are offering guests three special bonuses when they book a four night stay at resort:

- The fifth night absolutely free
- Upon check-in, a \$100 Activity Certificate to use toward a variety of activities, such as a round of golf, in-villa massage, snorkel sail, scuba dive, and much more
- Complimentary *Maui Gold*® Pineapple Tour, where guests will visit working pineapple fields and learn how the fruit is planted, cultivated and harvested

Rates start at \$269 a night for a one-bedroom fairway view villa.

Book online at Kapalua.com or call 1-888-664-0237

Stay And Play Your Way Package with Car – *from \$281 per person per night**

This new deluxe accommodations package makes it simple for guests to customize their stay at The Kapalua Villas. Perfect for all travelers, this special package includes:

- Award-winning accommodations in one-three bedroom villas
- Daily air-conditioned HERTZ mid-sized rental car

Plus, each guest will receive a **daily choice** of**:

- Golf at the renowned 18-hole Plantation Course
- Golf at the local's favorite 18-hole Bay Course***
- One hour instruction at the Kapalua Golf Academy with personal digital video analysis
- Pampering 55 minute in-villa massage (Lomi Lomi, Deep Tissue or Swedish)

*((\$281 per person per night rate is for a one-bedroom fairway view with double occupancy. Other unit sizes are also available at different rates.)

** Based on double occupancy for a one-bedroom villa, quad occupancy for a two-bedroom villa, and six person occupancy for a three-bedroom villa.

**Please note that from August 15, 2007 - November 30, 2007, The Bay Course will be undergoing a major improvement project which will require holes 10 – 18 to be closed to play. The front nine will remain open, and can be played twice, as one of the package choices.

Book online at Kapalua.com or call 1-888-664-0237

Kapalua Free Ride Package – *from \$289 per night* August 27-December 19, 2007*

With a five-night minimum stay at The Kapalua Villas, guests will receive a complimentary air-conditioned HERTZ mid-sized rental car to explore the many attractions Maui has to offer.

*((\$289 rate is for a one-bedroom fairway view villa.)

Book online at Kapalua.com or call 1-888-664-0237

Ku'uipo (Romance) Package – *\$1,165 per person, per 7-night stay with car*

Book a stay at the luxurious Kapalua Villas and experience Maui's spectacular sunsets and white sand beaches. This accommodations special is ideal for sweethearts and includes:

- Five nights villa accommodations
- Air-conditioned HERTZ convertible rental car for five days
- Fresh flower lei greeting
- Welcome champagne and signature chocolates upon arrival
- Round trip limousine transfer with open bar
- Romantic Rose Petal Turndown one night

- Complimentary *Mani Gold*® Pineapple Tour, where guests will visit working pineapple fields and learn how the fruit is planted, cultivated and harvested
 - Complimentary resort-wide shuttle service
- *(Rate is based on double occupancy)

Book online at Kapalua.com or call 1-888-664-0237

Building A Better Game In Paradise - from \$1,887 per person* August 28-December 19, 2007

For visitors who'd like to sharpen their golf game, the Kapalua Golf Academy is Hawai'i's only high-tech golf training facility. The academy features state-of-the-art facilities and is lead by Jerry King, voted Hawai'i's #1 golf instructor by *Golf Digest* in 2007. This golf lover's package includes:

- Four nights villa accommodations
- Air-conditioned HERTZ rental car for four days
- Three days golf instruction at the Kapalua Golf Academy
- 15 percent discount on merchandise at the Kapalua Golf Academy
- Complimentary resort-wide shuttle service

*(Rate is based on double occupancy for a one-bedroom fairway view villa.)

Book online at Kapalua.com or call 1-888-664-0237

Tennis For Life -- from \$769 per person*

This year, The Kapalua Tennis Garden was rated as one of the Top 50 Tennis Resorts in America by Tennis Resorts Online. Tennis fanatics will delight in this ultimate package:

- Five nights villa accommodations
- Unlimited court time
- 10% merchandise discount at the Kapalua Tennis Garden pro shop
- Private lesson
- Choice of three group programs
- *Tennis For Life* book by Peter Burwash
- Complimentary drop-in doubles
- One can of logo tennis balls per person
- Complimentary resort-wide shuttle service

*(Rate is based on double occupancy for a one-bedroom fairway view villa)

Book online at Kapalua.com or call 1-888-664-0237

For current accommodation offerings, visit kapalua.com. For more information about Kapalua Resort, contact 1-800-KAPALUA.

ABOUT KAPALUA RESORT

The Kapalua Resort is a 23,000-acre, master-planned community set amid 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 April; and the Kapalua Wine & Food Festival in June. Readers of *Travel + Leisure Golf* magazine recognized Kapalua Resort as the No. 1 Golf Destination in Hawai'i for 2006. *Golfweek* recognized the Plantation Course as a Top 100 Modern Course for 2007.

#

Media Contacts:

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

Char Chang
Bennet Group PR
Office: 808-531-6087, ext. 4
char@bennetgroup.com