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**HAWAII'S MOST EXCLUSIVE HIKE: PU'U KUKUI NATURE PRESERVE
ONLY AVAILABLE DURING LIFEEST KAPALUA**

LAHAINA, MAUI, HAWAII (June 19, 2006) – Imagine hiking through one of the most biologically rich areas in Hawai'i, home to hundreds of plant and animal species found nowhere else on Earth. This opportunity becomes a reality once a year, when the Pu'u Kukui Nature Preserve is open to a limited number of the general public during Kapalua Resort's annual LifeFest Kapalua event held on September 8-10, 2006.

Regarded as the most exclusive hike in Hawai'i, the one-day Pu'u Kukui Nature Walk will be held, weather permitting, on Thursday, September 7. Participants will be flown via helicopter from Kapalua Resort to the 5,788-foot Pu'u Kukui summit of *Mauna Kahalawai* (West Maui Mountains). The hike will take place on the 16-inch wide, two-mile long Pu'u Kukui Preserve boardwalk where participants descend to the approximately 4,500-foot elevation. The interpretive tour focuses on the unique natural communities of the Hawaiian mountain bogs and cloud forests, and the rare native flora and fauna found there. Discussions also include details on an innovative management agreement with the State of Hawai'i's Natural Area Partnership Program and specific operations designed to preserve the natural biodiversity and watershed capacity of the area.

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As hikers weave their way through Pu'u Kukui, a Maui Land & Pineapple Company (ML&P) field naturalist will educate participants on the area's natural history and how it is being preserved for future generations. Spanning 9,881 acres, from the summit to the shores of the Kapalua Resort, the Pu'u Kukui Preserve is home to 12 of Hawai'i's 150 distinct plant communities and nearly 300 known species of native plants, that include seven on the nation's Endangered Species List. There are also hundreds of different insect species, many that scientists have yet to identify.

"The preserve is home to a host of plant and animal species that exist nowhere else on the entire planet," said Randy Bartlett, Pu'u Kukui preserve manager for ML&P. "Our mission is to protect these native Hawaiian species by conserving their natural habitat as it has evolved and existed prior to man's arrival on these islands."

"The Pu'u Kukui hike is a once-in-a-lifetime experience we are honored to offer during LifeFest Kapalua," said Nancy Cross, vice president, Events Management for Kapalua Land Company, Ltd. "It's a unique opportunity to understand our fragile ecosystems and the efforts being made to protect this environment for generations to come."

This excursion is limited to adults in good physical condition 18 years and older. For complete information and an application, visit www.lifestestkapalua.com.

Reservations are on a first-come, first-serve basis with a limit of eleven people. Cost is \$1,200 per person and includes helicopter transportation, a gourmet lunch packed in a commemorative backpack, beverages and snacks. All proceeds from the walk benefit the Pu'u Kukui Watershed Management Program.

– About LifeFest Kapalua –

In its third year, LifeFest Kapalua brings together leading health experts offering inspiring lectures and rare personal workshops. Hawai'i's premier health and wellness event combines programs to educate the mind, rejuvenate the spirit, encourage physical fitness and highlight indigenous Hawaiian cultural practices. For more information and a full schedule of events, call 1-866-669-2440 or visit www.lifestestkapalua.com.

– About Kapalua Resort –

The Kapalua Resort is a master-planned community set amidst a 23,000-acre 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; and a myriad of restaurants and shops. Kapalua Resort hosts five signature events each year, the PGA TOUR's season-opening Mercedes Championships in January, Whale Quest Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in March, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information visit www.kapalua.com or call (800) KAPALUA.

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