



WAIKIKI PARC HOTEL UNVEILS DRAMATIC DESIGN TRANSFORMATION

HONOLULU -- March 17, 2006 – Waikiki Parc Hotel, sister property of world renowned Halekulani, is set to unveil a contemporary and sophisticated new product designed to captivate, sustain and exceed today's discerning traveler's tastes and expectations. Infused with bold style, extraordinary culinary offerings and a revitalized sense-of-place and hospitality, the Waikiki Parc Hotel is anticipated to be the chicest address in Waikiki, a powerfully revitalized entity of the luxury brand Hotels & Resorts of Halekulani.

Reintroducing the hotel as an urban oasis with dramatic design elements, the Waikiki Parc Hotel is currently undergoing an innovative and comprehensive room and public space enhancement program, to be completed by December 2006. Designed to foster a guest's emotional connection with the bountiful mysteries of the 'Honolulu-chic' lifestyle, the hotel offers contemporary rooms evoking a distinctive sense of place, sensuality and attitude-- resulting in an immersive experience, enthraling guests to plunge into Waikiki's vibrant new urban-tropical experience.

"This is an extraordinary time not only for the city of Waikiki, but for the Waikiki Parc Hotel. Its presence will make a profound impact on Oahu's tourism industry, attracting an emerging international generation of sophisticated travelers with acute sensibilities for style, value and location" said Peter Shaindlin, Chief Operating Officer, Hotels & Resorts of Halekulani. Guests will encounter an energetic alternative to traditional luxury, immersed in an enticing and captivating world of culture, eclectic international cuisine, entertainment, recreation and highly-social relaxation."

The transformation of the Waikiki Parc Hotel will continue in several phases throughout 2006. ADI Design Group, the premiere Honolulu-based full-service design firm and the 2005 Building Industry Association award-winners of Halekulani's acclaimed Lewer's Lounge, have been contracted to create Waikiki Parc Hotel's compelling new urban interiors, featuring rich ebony hardwoods, illuminated glass walls, undulating acrylic panels and bold works of art combined with innovative aesthetic technology.

The Waikiki Parc Hotel will include an array of multi-faceted new elements, including:

- **Entryway:** Illuminated walls with alternating mood-lighting will usher guests through the grande entrance of the Waikiki Parc Hotel. Undulating walls featuring recessed LCD monitors will project exciting images and happenings. In addition, colorful new area rugs will run throughout the promenade. As guests reach the first lobby rotunda, they will encounter vibrant works of art and modern textile upholstery pieces draped in "lipstick red" leather.
- **Guestrooms:** Flowing seamlessly out of the public area experience, a new "accent wall" will feature a richly-hued ebony wood headboard with built-in direct lighting and individual reading lights. New crisp white bedding, including duvet and four plush pillows will cosset guests in enveloping comfort.

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- The signature design accent of the room is the orange and white abstract 'Swoon Pillow,' designed by Los Angeles artist Gabrielle Jennings. Bathrooms will have new stone counter tops and European-styled water fixtures.
- **Lobby:** Varying ebony textures will compliment a cool, fresh palette of ocean blues, sea greens and energetic reds. Artwork will feature bright and colorful Hawaiian fauna. Ebony colored wood accents and custom tubular wall sconces will add to the new lively and sophisticated experience.
- **Front Desk:** The front desk will feature an overhead rolling "wave" of backlit blue pacific water panels. A crisp white granite counter top will run the length of the ebony colored desk.
- **Concierge:** This station will be layered with illuminated glass panels featuring money plant leaves, with salt cedar branches running the entire length of the wall behind the concierge desk.

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About Waikiki Parc Hotel

The newly revitalized Waikiki Parc Hotel is the pulse of Waikiki and intertwines contemporary flair and sophistication with chic urban living and ultra-refined service. Future home of Nobu Waikiki, the Waikiki Parc Hotel envelops guests in an unmatched stylish experience framed by stunning views of Honolulu city lights and ocean horizons. The Waikiki Parc Hotel is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages world-renowned sister property, Halekulani. For reservations and information contact your travel planner or the hotel at 808-921-7272 or visit www.waikikiparc.com

About Hotels and Resorts of Halekulani

Hotels & Resorts of Halekulani, HRH, represents a luxury hospitality legacy of unique and iconic properties including Halekulani or "House Befitting Heaven" and the Waikiki Parc Hotel, both on the beach in Waikiki. More than a brand, the HRH philosophy embodies a profound lifestyle experience and immeasurable hospitality, fusing a blend of the indigenous cultural qualities each properties surrounding paired with unprecedented personalized service. Consistently ranked and acclaimed as one of the world's finest hotels, Halekulani in Waikiki has been hosting discerning travelers to Waikiki Beach since 1917 and set new industry standards with its re-opening in 1983. Waikiki Parc Hotel, situated conveniently adjacent to Halekulani, was created and developed by the Halekulani Corporation in 1987 following the success of the Halekulani. The Waikiki Parc Hotel offers affordable luxury in an intimate contemporary setting, and provides attentive and gracious service, hallmarks of the impeccable HRH brand of hospitality. Waikiki Parc has also garnered statewide acclaim for its professional and sincere style of service, and provides a remarkable complement to the Halekulani family.

Future growth plans call for the continued selective development of the fabled **Hotels & Resorts of Halekulani** experience to exciting new locales across the globe.

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