

HOTELS & RESORTS OF HALEKULANI

HOTELS OF RESORTS OF HALEKULANI ANNOUNCES NEW WEBSITE

- Hawaii's Premier Collection of Resorts Launches Halekulani Corporate Website -

FOR IMMEDIATE RELEASE

HONOLULU, HI, October 2006 – *Hotels and Resorts of Halekulani* (HRH) comprised of the world-renowned Halekulani and Waikiki Parc Hotel, announced the launch of its new corporate website, www.halekulanicorporation.com. Featuring a comprehensive overview of brand value and history, executive profiles, property summaries and a multi-faceted media center, the website offers guests and the industry, an in depth understanding of the internationally-recognized brand *Hotels & Resorts of Halekulani*.

Founded in 1980, Halekulani Corporation is a wholly-owned subsidiary of Mitsui Fudosan Co. Ltd., Japan's largest real estate company which enjoys a unique and venerated company legacy dating back generations. Halekulani Corporation completely redeveloped the legendary Halekulani in the early 1980s, and directly manages both Halekulani and Waikiki Parc. The company is headquartered in the heart of downtown Honolulu from where key operating areas are managed and directed, including finance, asset management, development, sales, marketing, public relations, projects, and quality control. The company is long-recognized as one of the City and State's leading supporters of local arts and cultural institutions and community initiatives.

As the heart of Waikiki, Halekulani and Waikiki Parc Hotel have set a new precedent of luxury travel throughout the Hawaiian Islands. Halekulani, on the Beach at Waikiki, welcomes travelers to an oasis of sophisticated luxury. Renowned for its pristine accommodations, delectable cuisine, and according to a recent Travel + Leisure readers' poll, the "Best Service in North America," the 455-room hotel has long served as a preferred haven for celebrities, dignitaries, and CEOs alike. Similarly, the newly-renovated Waikiki Parc Hotel, sister property of Halekulani, offers a chic and contemporary style designed to captivate, sustain and exceed today's discerning traveler's tastes, lifestyles and expectations. More information about *Hotels and Resorts of Halekulani* can be found on its new website, www.halekulanicorporation.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. The HRH philosophy embodies a lifestyle hospitality experience like no other, surprising and delighting guests with its indigenous cultural sensibilities and unparalleled personalized service. Halekulani has welcomed discerning travelers to Waikiki Beach since 1917 and, since its redevelopment in 1983, Halekulani has been consistently ranked and acclaimed as one of the world’s finest hotels. Waikiki Parc Hotel, situated adjacent to Halekulani, was developed by the Halekulani Corporation in 1987 and offers affordable luxury in an intimate contemporary setting. The Waikiki Parc has established a well deserved reputation, as well as state-wide acclaim, for its gracious service. In addition to the management of its two iconic hotels in Waikiki, the Hotel & Resorts of Halekulani is committed to expanding its brand offerings by developing unique properties in select locales, both in the Hawaii and throughout the world. For additional information, visit www.halekulanicorporation.com.

For Further Information, Please Contact:

Evins Communications, Ltd.

Kate Laufer
Director of Media, Co-Director
Phone: (212) 688-8200 (ext. 113)
Fax: (212) 935-6730
E-mail: kate.laufer@evins.com

Hotels and Resorts of Halekulani

Erika Kauffman
Director of Public Relations
Phone: (808) 526-1186
Fax: (808) 536-8794
Email: erika.kauffman@halekulanicorp.com