

HOTELS & RESORTS OF HALEKULANI

HALEKULANI CORPORATION APPOINTS ERIKA KAUFFMAN AS NEW DIRECTOR OF PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

HONOLULU, HI – October 3, 2005. Halekulani Corporation, which owns and manages both the Halekulani and the Waikiki Parc Hotel on Oahu, Hawaii, is pleased to announce the appointment of Erika Kauffman as its new Director of Public Relations. Kauffman, who joined Halekulani in September 2005, will be responsible for directing all corporate and community media relations, over-seeing promotions and special events and supporting marketing initiatives for the world-renowned luxury brand of Halekulani and its sister property, the Waikiki Parc Hotel.

“We are thrilled to have Erika on board. She comes to us with superb communications skills and sophistication fused with a keen understanding of what the Halekulani and Waikiki Parc brands stand for, both locally and globally. From a public relations perspective, her highly focused strategic skills are also the perfect support for our future brand and portfolio growth,” said Peter Shaindlin, Chief Operating Officer, Halekulani Corporation.

Most recently, Ms. Kauffman served as an Account Executive for Honolulu’s Becker Communications, Inc. in its travel and promotional department. She attended Universities on scholarship in Kailua-Kona, Hawaii; Geneva, Switzerland; Budapest, Hungary and Hawaii Pacific University majoring in Humanities and Public Relations. Born and raised in Kailua-Kona on the Big Island of Hawai’i, she has an acute sense of understanding the people and culture of Hawai’i. She has served Hawaii’s local communities in several capacities and brings a wealth of knowledge in international protocol and tourism having traveled to 38 countries, including a residency in Kosovo, Yugoslavia during the Kosovo War in 1999. Kauffman served as Miss Hawaii 1997, as Hawaii’s ambassador of aloha on multiple state press trips to Asia, the South Pacific, the Mainland and Europe.

In addition, Kauffman has invaluable knowledge of the entertainment industry as she is represented by one of the nation’s top broadcast journalism agencies, International Creative Management (ICM). Her other areas of expertise include photography, singing, hula and interior design.

Halekulani, which celebrated its 20th Anniversary in 2004, is the recipient of innumerable awards, honoraria and accolades. In its ongoing commitment, the property recently unveiled the Vera Wang Suite at Halekulani. This exceptional 2,135 square foot suite sets a new standard in sensual elegance by uniting the superb taste and design sensibility of the esteemed designer with the iconic aesthetic of Halekulani. Ms. Wang handpicked every element contained within this suite, which are either from her home accessories, furnishings and fine jewelry collection or items selected during her global travels.

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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.

MEDIA NOTE:

Ms. Kauffman's headshot is available upon request.