



**WAIKIKI PARC HOTEL ANNOUNCES
"THE LOTUS EXPERIENCE"**

FOR IMMEDIATE RELEASE

HONOLULU, HI – January 2007. The race track of urban hospitality in Waikiki has welcomed a powerful contender designed for travelers who crave the ultimate, undiluted driving experience. Exclusively offered at the Waikiki Parc Hotel, sister property of world-renowned Halekulani, THE LOTUS EXPERIENCE changes the rules of hotel auto rentals, offering guests a sensational room and car package for unrestricted Hawaiian-isle exploration.

"The new Waikiki Parc Hotel experience is all about our guests," said Julie Arigo, Hotel Manager. "We exclusively offer a choice from two (2) Lotus cars, in boldly colored Chili Red or Chrome Orange, to create a one-of-a-kind exotic escape designed to captivate and sustain the style-centric interests of our guests, all while enveloping them in unpretentious yet unparalleled service. THE LOTUS EXPERIENCE will accelerate our guest's pursuit of happiness."

THE LOTUS EXPERIENCE

This adrenaline pumping two-night package starts at \$565, based on single or double occupancy. THE LOTUS EXPERIENCE includes a 24-hour rental, complimentary porte-cochere valet parking, and a luxe Lotus Elise amenity. Additional nights start at \$195 and additional Lotus 24-hour rentals are available for \$175 per day, based on availability. To book THE LOTUS EXPERIENCE at the Waikiki Parc Hotel, call toll free (800) 422-0450 (from the Continental USA and Canada) or visit www.waikikiparc.com. Valid January 5, 2007 through December 20, 2007, subject to availability and applicable taxes.

The introduction of THE LOTUS EXPERIENCE at the Waikiki Parc Hotel is another exciting component of the multi-faceted revitalization of the property which began in January 2006. With 297 re-designed rooms and public areas with bold style and a revitalized sense-of-place, the Waikiki Parc Hotel has quickly become the chicest address in Waikiki, a powerful entity of the luxury brand, Hotels & Resorts of Halekulani. The final transformation of the Waikiki Parc Hotel is underway with the development of the highly anticipated Nobu Waikiki, Chef Matsuhisa's flagship Hawaii restaurant.

About the Lotus Elise

Handcrafted in England, the limited-production Elise has been called one of the world's best sports cars -- "a singularly enjoyable driving experience" that sets new standards for exclusivity and agility. No-nonsense and highly responsive, the Elise is easy to drive yet capable of exceptional performance: 150 mph top speed and 0 – 60 mph in just 4.8 seconds. Fifty years experience in racing design and a passion for driving by Lotus engineers has resulted in one of the most desirable exotic cars on the market -- and it's now available exclusively at the Waikiki Parc Hotel.

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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 envelopes 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.

For Further Information, Please Contact:

Evins Communications, Ltd.

Kate Laufer
Director of Media, Co-Director
Phone: (212) 688-8200 (ext. 13)
Fax: (212) 935-6730
E-mail: kate.laufer@evins.com

Hotels and Resorts of Halekulani

Erika Kauffman
Director of Public Relations
Phone: (808) 535-0623
Fax: (808) 536-8794
Email: erika.kauffman@halekulanicorp.com