



WAIKIKI PARC HOTEL OFFERS PREFERRED RATE FOR ALOHA AIRLINES PASSENGERS

FOR IMMEDIATE RELEASE

HONOLULU, HI – March 31, 2008. Waikiki Parc Hotel announced today a preferred guest rate of \$129 for those impacted by the operating termination of Aloha Airlines, effective March 31, 2008. In addition, Waikiki Parc Hotel will waive no-show and cancellation fees for confirmed passengers who are unable to rebook their stay at the Parc as a result of the passenger operation shutdown.

“Our heartfelt concern goes out to the Aloha Airlines *ohana*.” said Peter Shaindlin, Chief Operating Officer, Halekulani Corporation. “While a significant loss for the Hawaii visitor industry as well as for their many employees, we are of course committed to accommodating those that are impacted by this unfortunate situation.”

This Waikiki Parc Hotel offer is valid from April 1 – 7, 2008. An Aloha Airlines travel confirmation number during this period is required. For reservations, call toll free at 1-800-422-0450.

###

About Waikiki Parc Hotel

Waikiki Parc Hotel the pioneer of “Waikiki Chic” and nexus of the Waikiki revitalization brings together a sophisticated and contemporary hotel sensibility with innovative and ultra-refined services. The stylish Parc offers breathtaking views of Honolulu and a legendary ocean horizon. Waikiki Parc Hotel is managed by the Hotels and Resorts of Halekulani, a division of the Honolulu-based Halekulani Corporation, which also manages the world-renowned Halekulani. For reservations and information, please contact your travel professional 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 Parc Waikiki, both on the beach at 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 (www.Halekulani.com). Parc Waikiki (www.waikikiparc.com), situated adjacent to Halekulani, was developed by the Halekulani Corporation in 1987 and offers affordable luxury in an intimate contemporary setting. The Parc Waikiki has established a well deserved reputation, as well as state-wide acclaim, for its gracious service and innovative guest experiences. 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:

Hotels and Resorts of Halekulani

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

Evins Communications, Ltd.

Victoria Del Rico
Group Manager Travel and Hospitality
Phone: (212) 377-3589
Fax: (212) 935-6730
E-mail: vdelrico@Evins.com