



WAIKIKI PARC HOTEL ADDS EXOTIC GPS ISLE GUIDES TO EXCLUSIVE LOTUS EXPERIENCE

FOR IMMEDIATE RELEASE

HONOLULU, HI – March 18, 2008. Empowered with a sleek and vibrant 4-cylinder apparatus with 7800 rpm and considered to be the world's lightest and most efficient sports cars, the Lotus Elise now offers Waikiki Parc Hotel guests a racetrack of exotic exploration throughout Oahu, like no other. The Lotus Experience, exclusively available at the Parc now features bi-lingual English / Japanese GPS guides that further enhance this ultimate city escape. In addition, Lotus Elise drivers now enjoy a complimentary cell phone with programmed speed dial to the Waikiki Parc Hotel front desk, custom music selections and chilled beverages for the adventure. The Lotus Experience GPS guides include:

ADVENTURE

Diamond Head Hike
Hanauma Bay
Blowhole
Makapu`u Lighthouse Hike
Kailua Beach / Lanikai
Ho`omaluhia
Pali Lookout

ROMANCE

Ko`olina Beach
Ewa Plantation
Haleiwa – Matsumoto's Shave Ice
North Shore Beaches and Shops
Giovannis Shrimp Truck
Byodo-In Temple
Scenic H3 Highway

NIGHTLIFE

Chinatown Clubs
Pearl
W
Lotus Soundbar
Fashion 45
Rumfire

CULTURE

Bishop Museum
Honolulu Academy of Arts
Iolani Palace
Pearl Harbor
The Contemporary Museum of Art

"Our guests absolutely love and crave our ROOM & VROOM package and Lotus Experience" said Julie Arigo, Waikiki Parc Hotel Manager. "We are thrilled to add the exclusive GPS isle-guides and amenities that have already proven to encourage our guests to immerse themselves in the adventure that is Oahu."

ROOM & VROOM

This adrenaline pumping two-night package starts at \$565, based on single or double occupancy. ROOM & VROOM 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 and subject to applicable taxes. To book the ROOM & VROOM experience at the Parc, call toll free (800) 422-0450 (from the Continental USA and Canada) or visit www.waikikiparc.com. Offer valid through December 20, 2008.

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.

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. 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. 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:

Hotels and Resorts of Halekulani

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