



HAWAII'S HALEKULANI, A LIVING LEGACY, CELEBRATES 25 YEARS

ICONIC PROPERTY COMMEMORATES A QUARTER CENTURY OF LEADERSHIP AND GRACIOUS HOSPITALITY

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HONOLULU, HI – May 13, 2009. On May 8, in a private ceremony attended by executives and staff, honored guests and local luminaries, Halekulani celebrated its 25th Anniversary as one of the world's finest and most acclaimed independent luxury hotels. Halekulani's living legacy dates back to 1917, when the hotel was nothing more than a few modest bungalows on Waikiki's famed Gray's Beach. Bestowed with the name Halekulani, which translates as "House Befitting Heaven", the bungalows soon became a gathering place for locals and the world's elite alike. In 1984, the humble bungalows were transformed into an open-air architectural masterpiece, and so began the modern legacy of Halekulani, as a culturally indigenous icon that is a celebration of Hawaiian culture and spirit, and that has established an unequaled standard in gracious hospitality, guest experiences and inspired personal service, not only for the state of Hawaii but throughout the world.

"Everyday, more than 800 Halekulani staff dedicate themselves not merely to exceeding guests' expectations, but to transcending and redefining them," said Peter Shaindlin, Chief Operating Officer of Halekulani Corporation. "For the last twenty-five years, our extraordinary staff has welcomed guests from all over the world into our house and into our hearts, creating enduring personal experiences and stories that have become folklore. It is for this reason that our guests continue to return to Halekulani, year after year, generation after generation, many of whom consider Halekulani to be their home-away-from-home."

Over the last twenty-five years Halekulani has been bestowed with more accolades, awards and honoraria than any other hotel in the world. Halekulani was the first hotel in Hawaii to be awarded the prestigious AAA Five Diamond for Lodging, the only hotel in Hawaii to be ranked #3 amongst all other hotels by the Zagat US Hotel Survey, and was rated #1 in the "Top 10 Hotels Around the World" by Gourmet magazine, amongst others, too many to mention.

Halekulani has become renowned for its leadership, as well as for groundbreaking innovations which have become standards in the luxury hospitality industry. In 1993, Patricia Tam was appointed General Manager of Halekulani, becoming the first woman to hold such a position at a Five Diamond rated Hawaii hotel, and subsequently went on to be the first woman accorded the honor of "Independent Hotelier of the World" by HOTELS magazine as well as the first Hawaiian to be listed among the 200 Most Powerful Women in Travel. In 1995, Halekulani pioneered the "For You, Everything" program, providing guests with unprecedented access to local arts and cultural institutions and experiences, including the Honolulu Academy of the Arts, The Bishop Museum, The Contemporary Museum, The Honolulu Symphony and Iolani Palace. Three years later Halekulani expanded the program to include indigenous culinary offerings and promotions, leading the state of Hawaii into the epicurean era and becoming the standard bearer for Hawaiian cuisine.

HAWAII'S HALEKULANI, A LIVING LEGACY, CELEBRATES 25 YEARS

-2-

Subsequently, Halekulani created *SpaHalekulani*, the world's first spa that features and pays homage to the healing cultures indigenous to Hawaii, and which earned the coveted Mobil Four-Star rating, the highest bestowed upon any spa by the Mobil Travel Guide. Shortly thereafter, in 2006, Halekulani forged a partnership with world renowned designer, Vera Wang, to create the first specialty lifestyle suite in the luxury hospitality industry, which has been acclaimed by industry leaders and media alike the world over, and was honored as the "best brand extension in the hotel category" by *Brandweek*. In 2009, Halekulani entered into a groundbreaking partnership with Steinway Lyngdorf, developer and manufacturer of the world's finest high-performance audio systems, to create the first hotel suite home-theater in "The Orchid Suite at Halekulani." The *Orchid Suite at Halekulani* is the crowning achievement and final facet of the *Premier Suites at Halekulani*, which also includes the recently redesigned *Royal Suite* and the iconic *Vera Wang Suite*. Each of the three one-of-a-kind residential suites embodies a distinctive aesthetic and sensibility, and offers specialized amenities and experiences that are unique to each suite.

Said Gerald Glennon, General Manager of Halekulani, "For the past 25 years, Halekulani has not merely welcomed and taken the finest care of its guests, it has become an integral part of their lifestyles, for our guests, our staff and our family to be one and the same. Halekulani is a sanctuary for those who want the best and the finest, and will accept nothing less, as well as a personal residence for guests who stay with us for an extended period of time each and every year. As we celebrate our 25th anniversary, we rededicate ourselves to upholding and furthering the standards of excellence for which we have become both renowned and revered."

In April, 2009, Halekulani announced an alliance with Japan's legendary Imperial Hotel. Both The Imperial and Halekulani share a legacy founded upon indigenous cultural traditions, and have established, and continue to maintain, the defining standards in gracious hospitality, superlative guest experiences and inspired personal service.

While Halekulani has continuously evolved over the last 25 years, some things remain unchanged, such as Halekulani's intimate in-room guest registration and enchanting turndown amenities, as well as its famed Coconut Cake, Popovers and Pohai Berry Jam. Indeed, Halekulani's greatest treasure is its caring, gracious and exceptional staff, of which more than ten percent have been with the property for twenty-five years or more. The commitment and longstanding tenure of the management and staff over the last twenty-five years is what has enabled Halekulani to evolve from a hotel into an icon, and from an icon into a legacy, as well as what will enable Halekulani to perpetuate and enhance its iconic living legacy for many years to come.

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About Halekulani

Since its inception in 1984, Halekulani has received more than five hundred accolades, awards and honoraria, and is consistently ranked among the world's finest hotels. *SpaHalekulani*, amongst many others, earned the coveted Mobil Four-Star rating, the highest bestowed upon any spa by the Mobil Travel Guide, and was ranked the #2 Best Resort Spa in North America by *Conde Nast Traveler*. Halekulani's fine dining restaurant, La Mer, is Hawaii's longest ranked AAA-Five Diamond restaurant. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages newly redesigned Waikiki Parc Hotel. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel. For reservations and information, please contact a travel planner, call Halekulani at (808) 367-2343 / (808) 923-2311 or visit the Halekulani website (www.halekulani.com).

HAWAII'S HALEKULANI, A LIVING LEGACY, CELEBRATES 25 YEARS

-3-

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