



HALEKULANI CORPORATION

HALEKULANI CORPORATION FORGES NEW ALLIANCE WITH JAPAN'S LEGENDARY IMPERIAL HOTEL

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Honolulu, HI – January 8, 2009. Halekulani Corporation is pleased to announce a new partnership alliance with Japan's legendary luxury hotel group, Imperial Hotel, LTD of Tokyo. The alliance creates an exciting new synergy and an expanded service platform for these legendary hotel companies, providing new levels of enhancements to their brands. Halekulani Corporation, which includes globally-acclaimed luxury resort Halekulani and Waikiki Parc Hotel, is a wholly-owned subsidiary of Mitsui Fudosan Co., Ltd. The announcement was made by Peter Shaindlin, Chief Operating Officer of Halekulani Corporation and Mr. Tetsuya Kobayashi, President of Imperial Hotel, Ltd., Tokyo.

Halekulani and Imperial Hotel are highly respected independent international iconic brands and pioneers in the global hospitality industry. Both hotel groups share similar service philosophies, and maintain a legacy of unwavering commitment to brand excellence and decades-old historic and cultural traditions. Both are acclaimed for innovative and personalized world-class service for their loyal international guests and patrons.

"Imperial Hotel shares many core service values with Halekulani", said Peter Shaindlin of Halekulani Corporation. "As such, the unprecedented alliance with this iconic brand will significantly provide enhanced levels of service for our (Hawaii-based) hotels, especially to our many valued and loyal Japanese guests. The profiles of the Halekulani and Imperial customer complement each other, and this partnership will create infinite marketing opportunities for both our brands, including the enrichment of our customer base. Imperial's marketing strength within Japan will ensure our continued presence in our most valuable Japan market."

Effective April 1, 2009, Imperial Hotel will commence reservations service, sales, marketing and public relations activities within domestic Japan for Halekulani and Waikiki Parc Hotel. The Tokyo-based reservations center will provide Halekulani and Waikiki Parc customers, Imperial Club members, and other Japan and international clientele with dedicated priority reservations service on behalf of Halekulani and Waikiki Parc Hotel. Planning is underway for future alliance opportunities to include joint marketing and promotions in Tokyo and Hawaii.

The Imperial's president Tetsuya Kobayashi said, "The Imperial is delighted to be able to introduce the internationally acclaimed Halekulani resort and the Waikiki Parc to our many Japanese patrons. With over a century of experience on both sides, the power of our shared professional human resources and our mutual spirit of hospitality to guests from around the world, we have in common a history of a superior quality of hotel industry culture. We anticipate our lengthy and diverse experience with urban hotels will dovetail most effectively with Halekulani's proven expertise as a leading resort and look forward to exploring opportunities for personnel development exchanges and cultural promotions that should strongly compliment both of our corporate brands and market place identities."

About Halekulani Corporation

Halekulani Corporation owns and operates globally-acclaimed luxury resort Halekulani and Waikiki Parc Hotel in Hawaii. Halekulani represents a luxury hospitality legacy of unique and iconic proportions. Halekulani, also known as the “House Befitting Heaven”, was named by Hawaiian fishermen over a century ago. More than a brand, Halekulani embodies a profound *lifestyle experience* of immeasurable hospitality, fusing the indigenous cultural qualities of Hawaii with innovative personalized service. Consistently ranked as one of the world’s finest hotels, Halekulani, on the Beach at Waikiki, has been hosting discerning travelers to Waikiki since 1917. Setting new industry luxury standards with its re-opening in 1983, Halekulani’s reputation and legacy for gracious hospitality, impeccable service and magnificent cuisine continues today, unparalleled on Oahu and renowned throughout the world. Waikiki Parc Hotel, conveniently situated in close proximity to Halekulani, was developed by Halekulani Corporation in 1987 following the successful reopening of Halekulani. The hotel offers affordable luxury in a chic and contemporary setting, and provides new guest experiences and gracious service, both hospitality hallmarks of the Halekulani brand. Waikiki Parc Hotel has also garnered international acclaim for its recent redesign and the opening of Nobu Matsuhisa’s flagship Hawaii restaurant, Nobu Waikiki, which is conveniently located in the lobby of the Parc.

Halekulani Corporation is a wholly-owned subsidiary of Mitsui Fudosan America, which is a wholly-owned subsidiary of Mitsui Fudosan Co., Ltd.

About Imperial Hotel

Founded in the year 1890 under the behest of the Imperial Palace, the Imperial Hotel remains a legend close to the soul of the city of Tokyo. It was here visitors from across the seas made their home as they brought to Japan the wonders of the West in the age of the Emperor Meiji. It was here, on the very same site, two generations of landmark buildings bade welcome to countless numbers of statesmen, to royalty, fabled celebrities and helmsmen of international commerce.

Since opening almost 12 decades ago, its prime mission has been to serve the nation by accommodating and entertaining foreign dignitaries and other important guests. As the site of numerous state functions, the Imperial Hotel has played an important role in Japan’s modern history. Moreover, as Japan’s foremost urban hotel, it has led the country’s hotel industry and has made significant contributions to tourism, the national economy and popular culture.

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For Further Information on Halekulani, Please Contact:

Evins Communications, Ltd.

Amanda Deveaux
Senior Account Executive
Phone: (212) 377-3572
E-mail: amanda.deveaux@evins.com

Hotels and Resorts of Halekulani

Erika Kauffman
Director of Public Relations
Phone: (808) 526-1186
Email: erika.kauffman@halekulanicorp.com