



**CELEBRATE THE HOLIDAYS "NOBU STYLE"
AT NOBU WAIKIKI**

FOR IMMEDIATE RELEASE

HONOLULU, HI – December 6, 2007. Chef Nobu Matsuhisa celebrates the Holiday Season with three key ingredients: family, friends and Nobu-style cuisine, all enriched with "kokoro" (heart). This Holiday Season, Nobu Waikiki, located in the lobby of the Waikiki Parc Hotel, offers a week of festive celebrations with the acclaimed Chef himself, Nobu.

Nobu in the Kitchen: Chef Nobu is scheduled to celebrate the week of Christmas in the heart of Waikiki and in his favorite kitchen – Nobu Waikiki at the Waikiki Parc Hotel. Don't miss this extraordinary opportunity to celebrate the holidays with Nobu and watch him and his team create culinary magic, December 21 – 24, 2007.

Nobu Cookbook Signing: Looking for the perfect holiday gift? Nobu dining gift cards, specialty Nobu dressings and cookbooks are available at Nobu Waikiki. Nobu gift cards are honored at all Nobu restaurants in the U.S. On December 23, 2007 between 4:00 p.m. and 5:00 p.m. Chef Nobu will be available at the restaurant to personalize your gift for a loved one.

New Year's Eve at Nobu: What better place to ring in 2008 than at Hawaii's hottest new restaurant, Nobu Waikiki. Enjoy an exclusive Omakase menu available for \$200 per person. Festive specialty offerings will also be showcased at "The Lounge at Nobu." Reservations are required for the main dining room (808) 237-6999. ***Nobu's omakase menu is available upon request.

Nobu Waikiki Dining Note: Nobu Waikiki observes Christmas Day and will resume restaurant service on December 26, 2007.

In developing the distinctive menu for Nobu Waikiki, Chef Matsuhisa has drawn on the "heart" of Hawaiian culture, highlighting indigenous local ingredients and delicacies that celebrate the bounty of the sea. Nobu Waikiki opened to the public on May 28, 2007 followed by Nobu's traditional private sake ceremony on June 5, 2007. Nobu Waikiki serves lunch Monday – Friday, from 11:30 a.m. to 2:00 p.m. and dinner nightly from 5:30 p.m. to 11:00 p.m., "The Lounge at Nobu" is open from 5:00 p.m. – Midnight and features an exclusive "Nobu Hour" from 5 p.m. – 7 p.m. Thursday through Saturday. Beachwear is prohibited while dining at Nobu Waikiki. Complimentary valet service is available at Waikiki Parc Hotel's Helumoa Porte-cochere. Reservations strongly recommended and available at (808) 237-6999.

MEDIA NOTE: The Nobu Waikiki Press Kit, including lunch and dinner menus, are available online at www.halekulanicorporation.com.

###

About Nobu

Nobu, the world's most recognized Japanese restaurant known for its innovative new style Japanese cuisine, started as a business partnership in 1994 between chef Nobu Matsuhisa and his partners actor Robert De Niro, producer Meir Teper, and managing partner Richie Notar. With the original restaurant in New York, the Nobu brand is now an empire that spans across the globe, from London to Tokyo, Las Vegas to Malibu, Milan to Miami Beach, Dallas to Paradise Island, The Bahamas, Hong Kong to Waikiki, and Melbourne to San Diego, with an upcoming opening in Los Angeles. Nobu restaurants, all a visual and culinary delight, continue to win unprecedented praise and rave reviews from such publications as the New York Times, the Zagat Surveys, and the Michelin Guides. The restaurants' perennial popularity and devoted following are a tribute to Nobu putting his own spin on traditional Japanese cooking. For additional information, visit www.noburestaurants.com.

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.

About The Rockwell Group

Rockwell Group, an award winning, cross-disciplinary 180-person architecture and design practice was founded by David Rockwell. Based in New York City, Rockwell Group specializes in hospitality, cultural, theater and film design. Recent commissions include the Jet Blue Terminal at John F. Kennedy Airport; the Elinor Bunin Film Center at Lincoln Center; Town restaurant and Chambers hotel (New York City); W New York and W Union Square (New York City); the Academy Awards’ Kodak Theatre (Los Angeles); the Broadway musicals “Hairspray,” “Dirty Rotten Scoundrels” and “Phantom of the Opera” (Las Vegas); and, numerous restaurants located internationally including New York restaurants Nobu Fifty Seven, Country, Bar Americain, Café Gray, Nobu in Dallas, Bahamas, Dubai and Hong Kong, Roppongi Hills in Tokyo and Maze in London to mention a few.

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.

Celeste Niebergall
Group Manager, Hospitality Division
Phone: (212) 377.3583
Fax: (212) 935-6730
E-mail: Celeste.Niebergall@Evins.com