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**MAUI LAND & PINEAPPLE COMPANY TO DONATE LAND TO MAUI MEMORIAL
MEDICAL CENTER FOR WEST MAUI MEDICAL FACILITY**

Innovative West Maui Medical Facility to Offer In/Out Patient & Urgent Care Services

LAHAINA, MAUI, HAWAI'I (January 8, 2005) – A new urgent and emergency medical facility is on the horizon for West Maui, as a result of collaborative efforts by the Maui Memorial Medical Center and the Maui Land & Pineapple Company (“ML&P”). The companies have executed a letter of intent for ML&P to donate up to 15 acres of land near the Kapalua Airport.

“The mission of this proposed new facility will be to provide the acute and urgent healthcare services that the West Maui community so desperately needs and deserves,” said Wesley Lo, CEO of Maui Memorial Medical Center. “We are extremely gratified that ML&P has stepped up to provide the land that will make this possible so soon.”

Lo noted that current discussions with other groups will also play an important role in the development of the facility. “We have been talking and brainstorming with the West Maui Healthcare Alliance to find ways to provide urgent care services in West Maui. Additionally, we have been in discussions with the West Maui Improvement Foundation to discuss how we can collaborate in meeting the overall healthcare needs of the West Maui Community.” said Lo. “We are currently evaluating all of the options for the best and most timely manner for delivery of these services to West Maui, and this land donation will speed up that process.”

Lo said that he envisions Phase One of the facility to be the emergency care component, but that future plans will call for the expansion of the facility to grow into the acute and long-term care areas and complementary and alternative care. “Our goal is to get the emergency care here first, and then work towards meeting West Maui’s comprehensive healthcare needs, including acute care, long-term care and integrated medicine.” he said. “The fifteen acres donated by ML&P will also allow us to grow comfortably to meet the needs of the community.”

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“Maui Memorial’s vision for the medical facility fits perfectly with our plans for a lifelong wellness community at Pulelehua by providing the vital acute care component,” according to David Cole, chairman, president & CEO of ML&P. “We envision future services offered in conjunction with other health and wellness partners, including programs with traditional healers, medical schools, Miraval Kapalua and private medical practitioners,” added Cole.

About ML&P

Maui Land & Pineapple Company, Inc. (ML&P), a Hawai’i corporation, is a land management and operating company with several wholly owned subsidiaries, including Maui Pineapple Company, Ltd. and Kapalua Land Company. ML&P’s mission is to create and manage holistic communities on behalf of Maui’s residents and guests.

www.mauiland.com

About Maui Memorial Medical Center

Founded in 1952, Maui Memorial Medical Center is Maui’s only full-service, acute-care facility. The 196-bed facility has more than 200 attending physicians and 1000 employees and its mission is to provide quality health services for all. It is part of the Hawai’i Health Care Systems Corporation, Hawai’i’s safety-net healthcare system and can be found on the Web at www.hhsc.org

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