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KAPALUA LAUNCHES THE 2005 JUNIOR GOLF SEASON

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Junior Golf Kick Off Scheduled for March 26, 2005

LAHAINA, MAUI, HAWAII (March 25, 2005) – With the continued rise in popularity of such golfers as Tiger Woods, Sergio Garcia and Hawai'i's own Michele Wie, more and more youngsters are looking to get a head start on the game. Offering the golfers of tomorrow the chance to get into the swing of things, the Kapalua Golf Academy will kick off its 2005 Junior Golf Season on Saturday, March 26 at 9 a.m.

Kapalua's Junior Golf Program is available at no charge to youngsters ages 7 to 17 years. Kids from all over Maui are invited to enroll in one of three sessions offered between April and Aug. 2005. Each session is comprised of three clinics that focus not only on the rules and etiquette of golf but also on the mechanical aspects of the short and long game from putting to bunker shots to the full swing. Juniors who attend a complete session and pass a written exam become Kapalua Junior Golf Members entitling them to \$20 greens fees at Kapalua and complimentary practice balls through the rest of the year.

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Kapalua's 2005 Junior Golf Season also features three special events. The annual Parent-Junior Golf Outing and Putting Tournament on June 18 is a fun and exciting event for families. The Kapalua Junior Golf School, scheduled for July 11 through 15, is a perfect opportunity for juniors to focus on the basic swings, rules and golf etiquette. The season ends with the 14th Annual Kapalua Junior Golf Championship on Aug. 27.

At the kick-off event on March 26, Kapalua Golf Professionals will divide juniors into groups based on golf skills, knowledge of the game and maturity level. Beginners will work on four basic swings, intermediates will concentrate on fundamentals with an emphasis on technique, and skilled players will focus on the short game, course management and the mental game.

"Junior golfers of any skill level will benefit from learning the fundamentals of the game, including full swing, chipping and putting," said Ben Hongo, PGA, senior teaching professional at Kapalua. "We introduce them to the rules, course management and proper golf etiquette, so they develop skills as a complete golfer."

All clinics are held at the Kapalua Village Course Practice Facility. During the junior clinics, Kapalua will provide clubs for juniors. To obtain a registration form, please call the Kapalua Golf Academy at (808) 669-6500. Space is limited.

- ABOUT KAPALUA RESORT -

The Kapalua Resort is a 23,000-acre master-planned community set amidst a working pineapple plantation on Maui's northwest coast. The resort is renowned for its three world-class golf courses - The Bay, The Village and The Plantation Courses; ten residential communities; two premier hotels - The Ritz-Carlton, Kapalua and the Kapalua Bay Hotel; a villa rental program, The Kapalua Villas; a luxury home rental program, Kapalua Luxury Homes; a tennis complex; three white sand beaches; and a myriad of restaurants and shops. Kapalua Resort hosts four signature events each year, the PGA TOUR's season-opening Mercedes Championships in January, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in April, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information or to view live images of Kapalua Resort visit www.kapalua.com or call (800) KAPALUA.

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