



FOR IMMEDIATE RELEASE

Media Contact: Tracy Johnson
Public Relations Manager
Kapalua Resort
808-669-0244, Tjohnson@kapaluamaui.com

KAPALUA RESORT WELCOMES THE PINEAPPLE GRILL

Maui's Newest Dining Venue Scheduled to Open May 14, 2005

LAHAINA, MAUI, HAWAII (February 22, 2005) – The Pineapple Grill is set to debut at the Kapalua Resort this spring, adding another gem to the outstanding array of dining options at the legendary Maui resort. The highly anticipated restaurant is a collaboration between the successful Cohn Restaurant Group of San Diego, and Chris Kaiwi, a local-boy restaurateur who's been at the Kapalua Resort for 15 years.

Scheduled to open May 14, 2005, the Pineapple Grill is located next to the Bay Course Clubhouse and the Tennis Garden on Kapalua Drive. The complete refurbishment of the prior restaurant site began in the fall of 2004 and is one of many revitalization projects planned in the next few years to enhance the guest experience and reposition the resort at the top of the Hawaiian hospitality industry.

"The Pineapple Grill is a perfect fit for Kapalua," said David Cole, chairman, president & CEO of Maui Land & Pineapple Company, Inc." The Cohn Group has been wonderfully successful in San Diego and their partnership with Chris Kaiwi ensures their entrée into Hawai'i will be well received. What has impressed me the most, though, is their commitment to malama'aina, seamlessly integrating traditional Hawaiian architecture and landscape, with the culture, climate and natural resources of the area, a value we find essential in guiding the future development of Kapalua Resort."

-more-

KAPALUA RESORT WELCOMES THE PINEAPPLE GRILL

Page Two

“The Pineapple Grill menu will feature Pacific Island Cuisine, utilizing fresh local products,” said Kaiwi, who’s 27 years of restaurant experience includes the Plantation House, TS Restaurant’s Bar & Grill at Kapalua and The Chart House.” The décor is casually elegant, with an upbeat tropical theme. We expect to welcome guests as early as May 14th.”

The Pineapple Grill décor will honor traditional elements of Hawaii by incorporating their essence into contemporary designs for a fun, comfortable restaurant. Inspired by interior guru Jlorene Gage and her firm Creative Adaptations, the resort’s environmental influences are highlighted by murals of coral reefs, natural habitats, and local Hawaiian foliage in the bar and dining room.

Cultural influences such as honu (sea turtle), Hawaiian quilts, and the aloha spirit of the islands are represented in custom mosaics. Jlorene is also having pineapple designs constructed for use on both the interior and exterior of the restaurant. These designs will be seen in tiki torches, light fixtures, and artwork. The restaurant will accommodate up to 200 guests with either cool indoor or scenic outdoor seating. The venue has incredible views, and is also equipped with antique teak flooring, water features on the walls, new tiles and much more.

The Cohn Restaurant Group has garnered numerous accolades over the years for their restaurant and management expertise including awards from San Diego Magazine, Gourmet Magazine, the San Diego Union-Tribune, the Gold Medallion Awards, The San Diego Reader and the California Restaurant Writers’ Association, to name a few. Their “family of restaurants” includes Blue Point Coastal Cuisine, Dakota Grill & Spirits, Kemo Sabe, Corvette Diner, The Prado at Balboa Park, Indigo Grill, Gaslamp Strip Club- A Steak Place, and the Mister Tiki Mai Tai Lounge.

Kapalua Resort is refreshing and reaffirming their world-class reputation at every level, including its hotels, restaurants and retail stores. In the coming years, changes taking place throughout the resort include the establishment of a comprehensive shoreline trail system, exciting new dining experiences, enhanced landscaping and lighting, and Hawai’i’s first multi-faceted health and wellness community, Miraval Kapalua. Other planned developments include the new Kapalua Village in the central resort area and an exclusive beach and ocean activities center at Kapalua Bay.

KAPALUA RESORT WELCOMES THE PINEAPPLE GRILL

Page Three

- 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.

###