

FOR IMMEDIATE RELEASE

**THE MOST EXCLUSIVE HIKE IN HAWAII, THE PU'U KUKUI
NATURE WALK SCHEDULED DURING LIFEEST KAPALUA**

KAPALUA, Maui, Hawai'i (April 18, 2005)—Imagine hiking through one of the most biologically rich areas in Hawai'i that is also home to hundreds of plant and animal species found nowhere else on Earth. This becomes a reality just one day per year, when LifeFest Kapalua offers fewer than a dozen individuals the unique opportunity to hike into Pu'u Kukui Preserve, the largest private preserve in the state.

Regarded as the most exclusive hike in Hawai'i, the one-day Pu'u Kukui Nature Walk will be held, weather permitting, on Friday, September 23, 2005. In the morning participants will be flown via helicopter from Kapalua to the 5,788-foot Pu'u Kukui summit of Mauna Kahalawai (a.k.a West Maui Mountains). The hike will take place on the 16-inch wide, 2-mile long Pu'u Kukui Preserve boardwalk where participants will descend to approximately the 4,500-foot elevation mark. The interpretive tour will focus on the unique natural communities of the Hawaiian mountain bogs and cloud forests, and the rare native flora and fauna found there. Discussions will also include details on the innovative management agreement with the State of Hawai'i's Natural Area Partnership Program and specific operations designed to preserve the natural biodiversity and watershed capacity of the area.

As hikers weave their way through the Pu'u Kukui bogs and cloud forests on the constructed boardwalk, a Maui Land & Pineapple Company field naturalist will educate participants on the area's natural history and how it is being preserved for future generations. Spanning 8,661 acres, Pu'u Kukui Preserve is home to 12 of Hawai'i's 150 distinct plant communities, nearly 300 known species of native plants – including seven on the nation's Endangered Species List – and hundreds of different insect species, many of which scientists have yet to identify.

"The preserve is home to a host of plant and animal species that exist nowhere else on the entire planet," said Randy Bartlett, Preserve Manager for Maui Land & Pineapple Co. "Our mission is to protect these native Hawaiian species by conserving their natural habitat as it has evolved and existed prior to man's (even Polynesians) arrival on these islands."

"The Pu'u Kukui hike is a once-in-a-lifetime experience we are honored to offer during LifeFest Kapalua," said Karin Sagar, Vice President of Marketing for Kapalua Land Company, Ltd. "It's a unique opportunity to understand the fragile ecosystems and our efforts to protect the environment for generations to come."

The cost of the Pu'u Kukui Nature Walk is \$1,100 per person and reservations are on a first-come basis with a limit of eleven (11) participants for the September hike. The fee includes helicopter transportation to and from (unless precluded by unsafe weather conditions) the site with spectacular views, a gourmet lunch packed in your commemorative backpack, beverages and snacks. A portion of the entry fee benefits the Pu'u Kukui Preserve management program. This excursion is limited to adults in good physical condition 18 years and older. For complete information and a hiking application, please visit www.lifestkapalua.com.

For those nature enthusiasts who would prefer a moderate hike, LifeFest Kapalua is offering the Kahakuloa Cultural Tour which will take participants on an incredible journey north of Kapalua to the historic village of Kahakuloa. The 5-hour tour includes an exploration of Nakalele Point, incredible lava formations, blow hole and green turtle watching and a hike through the Kahakuloa valley where participants learn about the ancient Ahupua'a farming system still intact and operating today. The cost of the cultural tour is \$100 per person and limited to 24 participants. It includes a continental breakfast and gourmet lunch.

The Kahakuloa Cultural Tour and the Pu'u Kukui Nature Walk will be held in conjunction with LifeFest Kapalua, Hawai'i's premier health and wellness event scheduled September 23-25, 2005. LifeFest Kapalua features three empowering days of inspiring lectures, workshops and panels with the country's most renowned fitness and wellness experts; the island's largest Health Expo; a Power Walk; a long-distance Hawaiian canoe race; the 4th Annual Maui Medical Update CME Program for health professionals; the Plantation Pau Hana (closing reception); and interactive workshops with Hawaiian health practitioners including: *Pulo'ulo'u*, a traditional Hawaiian sweat-lodge; and *E ala E*, a traditional Hawaiian awaken the sun ceremony.

For more information on LifeFest Kapalua, **or to register for the hikes**, visit www.lifestkapalua.com; email lifest@kapaluamaui.com; or phone (866) 669-2440.

- ABOUT KAPALUA -

The Kapalua Resort is a 23,000-acre master-planned resort community which includes 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; nine 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 March, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information, call toll-free 1-800-KAPALUA or visit the web site at www.kapaluamaui.com.

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