

FOR IMMEDIATE RELEASE
DATE, 2007

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**New For 2008 Mercedes-Benz Championship
The Lookout over Honolua Bay--an Exclusive Viewing Pavilion
(TICKETS ON SALE NOW)**

KAPALUA RESORT, MAUI, HAWAII – *The Lookout over Honolua Bay* is a new viewing pavilion that will offer premium seating behind the 11th tee of The Plantation Course and a bird’s eye view of the Mercedes-Benz Championship. This season-opening event features champions from the previous year’s PGA TOUR and takes place December 31 through January 6, 2008 at Kapalua Resort. The exclusive viewing pavilion will open Wednesday, January 2 through Sunday, January 6 for panoramic views of the 11th tee and green, 10th green, and 14th tee against the spectacular backdrop of Honolua Bay. Seating is limited to 250 spectators; tickets for the pavilion are on sale for \$225 per person.

“Premium seating at *The Lookout* is an ideal opportunity for spectators to be at the forefront of the tournament action in 2008,” said Gary Planos, Kapalua Resort’s tournament chairman and senior vice president of resort operations. “Because the new viewing pavilion is located behind the par-3 11th tee, guests also have a perfect opportunity to watch the professional golfers compete to make a hole-in-one for the prize of a brand new, special edition 2008 Mercedes-Benz CLS550.”

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In addition to the hole-in-one prize on the 11th hole, the professionals will have a chance to win a new Mercedes-Benz SL65 AMG if they make a hole-in-one on the 8th hole during the competition. In 2006, Lucas Glover made an exciting hole-in-one, winning a new Mercedes-Benz valued at more than \$87,000.

“We have always offered private skybox seating on the 18th hole for tournament sponsors. *The Lookout* Pavilion now offers premium greenside seating for the general public,” said Nancy Cross, Kapalua Resort’s tournament director and vice president of events. “Seating at *The Lookout* will include benefits such as premium food and beverage for sale, covered stadium seating, television viewing and merchandise discounts. We expect tickets to sell out quickly.”

The Lookout over Honolua Bay ticket package includes:

- General admission into tournament grounds Monday, December 31 through Sunday, January 6
- Exclusive admission into *The Lookout Over Honolua Bay* seating pavilion on The Plantation Course located behind the 11th tee:
 - Open 11:30 a.m.-5:30 p.m., Wednesday, January 2 through Sunday, January 6
 - Elite, covered stadium seating
 - Premium food and beverage –*non hosted*
 - Television viewing
- 15 percent off all merchandise purchased at the merchandise tent located in Spectator Village (must present applicable daily ticket to cashier; this offer may not be used in conjunction with any other discounts)

Tickets are \$225 per person if purchased prior to December 31 and \$300 starting December 31. Due to limited seating all children require ticket for admittance. For more information on this premium seating pavilion and other tournament questions, contact Ashley Carroll at 808-665-9161 or email ashley.carroll@kapalua.com.

ABOUT THE MERCEDES-BENZ CHAMPIONSHIP

The first official tournament of the PGA TOUR, the champions-only Mercedes-Benz Championship is held at the Kapalua Resort Plantation Course, December 31-January 6, 2008.

Designed by Ben Crenshaw and Bill Coore, The Plantation Course is a tournament par 73, 7,411-yard links course. It unfurls across natural geographic formations and pineapple fields with spectacular views of the Pacific Ocean.

The field is limited to champions from the 2007 PGA TOUR season all vying for a portion of the \$5,500,000 purse. Defending champion Vijay Singh will return again looking for a second consecutive win for a grand prize of \$1,100,000, a traditional Tiffany trophy and a new 2008 Mercedes-Benz CL550.

Other qualified players include Tiger Woods, Zach Johnson, Angel Cabrera, K.J. Choi, Padraig Harrington, Fred Funk, Adam Scott and Kapalua Resort resident Jim Furyk. The action begins with two days of professional practice rounds on December 31 and January 1 followed by the Pro-Am on Wednesday, January 2. The first round of the Mercedes-Benz Championship tees off on Thursday, January 3 and continues each day with the final round on Sunday, January 6. Mercedes-Benz Championship has been held at Kapalua Resort since 1999. Kapalua Maui Charities, Inc., the non-profit organization that hosts the tournament, has donated more than \$2.64 million in tournament proceeds to more than 60 local charities.

ABOUT KAPALUA RESORT

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 world-class golf courses - The Bay and The Plantation Courses; ten residential communities; premier accommodations at The Ritz-Carlton, Kapalua; The Kapalua Villas, a villa rental program; Kapalua Luxury Homes, a luxury home rental program; a tennis complex; three white sand beaches, including two of America's Best Beaches, and a myriad of restaurants and shops. Kapalua Resort hosts a signature event series each year, the PGA TOUR's season-opening Mercedes-Benz Championship in January, Whale Quest, Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in April and the Kapalua Wine & Food Festival in June and the recently announced, Kapalua LPGA Classic in October 2008. Readers of *Travel + Leisure Golf* magazine recognized Kapalua Resort as the #1 Golf Destination in Hawai'i for 2006. *Golfweek* recognized The Plantation Course as a Top 100 Modern Course for 2007. For more information, visit kapalua.com or call 1- 800-KAPALUA.

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