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NEW ONLINE STORE AT KAPALUA RESORT

LAHAINA, MAUI, HAWAII (May 05, 2006) - Tourists with a passion for shopping no longer need to worry about over packing their suitcases and being charged extra for heavy luggage at the airport. Savvy shoppers now have an opportunity to purchase high quality Kapalua Resort logo merchandise from the convenience of their home or office with the launch of a new online store at www.kapalua.com.

"We are excited to offer a wealth of merchandise with the famous Kapalua Resort butterfly logo through the online store that was previously available only in the Resort's stores and pro shops," said Brenton Reeves, director of retail operations. "Guests don't have to wait until their next visit to Kapalua Resort to purchase the exclusive merchandise. The online store will provide customers with easy access to the Kapalua Resort's shopping experience." Free shipping is available for orders over \$150 sent anywhere in the continental United States.

There are over 150 Kapalua Resort Logo items with more items added each month that include Men's and Ladies' golf and tennis apparel, stylish resort wear, body and bath items, golf accessories, home décor accessories, and much more. The Kapalua Resort butterfly logo was created over three decades ago and it has become one of the most widely worn and recognized resort logos in the world.

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 world-class golf courses - The Bay, The Village and The Plantation; ten residential communities; premier accommodations - The Ritz-Carlton, Kapalua; 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. For more information, call toll-free 1-800-KAPALUA or visit at www.kapalua.com.

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