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MAUI NON-PROFIT AGENCIES RECEIVE \$340,503 FROM THE 2006 MERCEDES CHAMPIONSHIPS

KAPALUA RESORT, MAUI, HAWAII, June 26, 2006 – Kapalua Maui Charities, Inc., (KMC) the host organization of the 2006 Mercedes Championships, donated \$340,503 from this year's event to nine Maui-based charities.

The not-for-profit organizations that received donations include the Boy Scouts of America - Maui County Council, Friends of the Children's Justice Center, Hale Makua, J. Walter Cameron Center, Ka Lima O Maui, Lahainaluna High School Foundation, Maui Memorial Medical Center Foundation, Maui Preparatory Academy, and The Art School at Kapalua.

"Representing a broad spectrum of life on Maui from education to human services, contributions to these agencies have an impact on nearly everyone on the island," said Warren Suzuki, vice president of the board for KMC. "Since 1999, the Mercedes Championships and Kapalua Maui Charities, Inc. have contributed over \$2.1 million to the Maui community."

Some highlights of how the donations are utilized include: Hale Makua, a nursing home for elders, used their funds towards the construction of a 16-bed rehabilitation unit that includes a gym, dining room and kitchen. Also, The Maui Memorial Medical Center Heart and Vascular Center earmarked their donation for much needed new ultrasound machine for the hospital.

"The Mercedes Championships is committed to partnering with Maui's charitable organizations and greatly appreciates their efforts towards the success of this premier sporting event," said Nancy Cross, vice president of Events, Kapalua Land Company. "The economic impact to the State of Hawaii from the 2006 event totals nearly \$37 million. This significant value to the State, along with the local charitable aspect creates a win-win situation for all." *(This is based on a calculation formula established by the Department of Business and Economic Development & Tourism)*

The 2007 Mercedes Championships will be held January 1 – 7 at The Plantation Course at the Kapalua Resort. Early qualifiers include defending champion Stuart Appleby, Tiger Woods, Jim Furyk, Vijay Singh, David Toms and U.S Open champion, Geoff Ogilvy. Tickets go on sale August 1st.

Kapalua Resort hosts five signature events each year, the PGA TOUR's season-opening Mercedes Championships in January, Whale Quest, Kapalua in February, 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, visit www.kapalua.com or call (800) KAPALUA.

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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Photography Available Upon Request

Media Contact:

Tracy Johnson

Kapalua Resort

808/669-0244

tjohnson@kapaluamaui.com