

News Release

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HAWAIIAN HOTELS & RESORTS FIRST TO OFFER RESORT DEALS ON YOWZA!!

(Oahu, HI) Hawaiian Hotels & Resorts (HH&R) has become the first resort company in Hawaii to offer exclusive hotel deals through Yowza!!, a free, mobile coupon application that allows users to find local specials. Yowza!! is available on iPhone, iPod touch, Blackberry, Android, and Palm Pre (via WHERE). HH&R will feature its Royal Lahaina Resort on Maui and Royal Kona Resort on the Big Island.

The hotels will promote offers only available to Yowza!! users. Specials are expected to include discounts on accommodations, dining, merchandise, activities, and events held at the properties. The new program is extremely user friendly

In making the announcement, Greg Grunberg, who is currently starring in NBC's *Heroes* and who is the Yowza!! co-founder, said, "We are very pleased to add Hawaiian Hotels & Resorts to our ever-growing network of progressive companies that want to reach out to customers in a new, fun and efficient way. Their Royal Lahaina Resort and Royal Kona Resort properties are the first hotels in Hawaii to join Yowza!! and offer our massive audience some great deals."

Tom Bell, HH&R vice president of operations, said, "Yowza!! is a unique, mobile couponing program that is totally user friendly. Users simply download the free application through iTunes App Store to any selected device, such as iPhone or iPod touch and they can search for current, exclusive offers at merchants and retailers within a 15-mile radius of any city or zip code they dial in. The cashier just scans the electronic coupon that appears in the device and the discount

is immediate. Our resorts will continuously update their Yowza!! offers for Hawaii residents and visitors, alike, to keep the deals fresh and appealing.”

About Yowza!!

Founded by television and film writer/producer/actor Greg Grunberg (currently starring in NBC's *Heroes*), along with technology entrepreneurs August Trometer and Rick Yaeger, and launched in June 2009, Yowza!! is an innovative mobile couponing application designed to save consumers money and stimulate retail businesses. Yowza!! is currently available in the U.S. as a free application for Apple's iPhone and iPod touch. Yowza!! provides consumers with deals and discounts while also giving businesses the ability to monitor performance on an up-to-the-minute basis. Unlike traditional forms of couponing such as newspaper ads and insertions, Yowza!! offers can be updated instantly and targeted per region or particular store location and are environmentally-friendly. For more information on Yowza!!, visit www.getyowza.com or www.twitter.com/yowza.

About Hawaiian Hotels & Resorts

Hawaiian Hotels & Resorts, which owns and operates the Royal Lahaina Resort on Maui and the Royal Kona Resort on the Big Island, is a division of Pleasant Travel Service, a family-owned company headquartered in Newbury Park, CA. Pleasant Travel Service has helped over five millions guests create unforgettable vacation memories in Hawaii since 1959. For additional information, visit the Hawaiian Hotels & Resorts website at www.hawaiihotels.com.

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