

News Release

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LAST CALL FOR FREE MAI TAI FESTIVAL CONTEST APPLICANTS

(Kailua-Kona, Hawaii) Bartender applicants for the Third Annual Don the Beachcomber's Mai Tai Festival "Mix-Off" competition have until June 29, 2011 to take advantage of free registration to the event that features a first prize of \$10,000 and title as creating the "World's Best Mai Tai." Applications received June 30 through August 10 will require a \$100 late entry fee and no registrations will be accepted after August 10.

The top 24 bartenders will be chosen to compete in the mai tai contest scheduled for August 13 at the Royal Kona Resort on the Big Island. The winning recipe using Bacardi Rum will appear in future Bacardi advertising campaigns.

To enter, contestants must submit a registration form, photograph of their mai tai creation, recipe with exact proportions, and specific glassware needed for proper presentation of the concoction. Participants must represent a bar or restaurant as a bartender for said establishment.

Judging will be done by Hawaiian Hotels and Resorts and Better Brands. The mai tai drinks' names and creative presentations will also be considered in awarding prizes. Entrants are encouraged to use Premium Bacardi products in their recipes.

In addition to the signature "Mix-Off" competition, the day-long Festival will feature a lively Beachbum Berry Mai Tai history seminar, "Battle of the BBQ" cook-off, Big Island Mai Tai Marketplace, and a special evening concert. The event is being sponsored by the Royal Kona Resort, Better Brands, and Bacardi.

Bartender registration forms and further information on the Fourth Annual Don the Beachcomber's Mai Tai Festival can be obtained online at www.hawaiihotels.com. For more information and hotel stay reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at www.royalkona.com.

About Hawaiian Hotels & Resorts

Hawaiian Hotels & Resorts, which owns and operates the Royal Lahaina Resort and the Royal Kona Resort, 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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