



ROYAL HAWAIIAN
SHOPPING CENTER

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**HILO HATTIE TO OPEN MEGA FLAGSHIP STORE
AT ROYAL HAWAIIAN SHOPPING CENTER**

New Two-Level Flagship Store to Feature Culture and More

Honolulu - Royal Hawaiian Shopping Center will be the new home of Hilo Hattie's 29,000 sq. ft. Flagship Store when it relocates to Waikīkī in the early summer of 2007. The two-level store, occupying the first and second floors with direct access from Kalākaua Avenue, will further enhance the \$84 million revitalization that is taking place at the Center.

The new store will be located adjacent to The Cheesecake Factory anchoring Building C and will be 25 percent larger than its current store on Nimitz Highway. Hilo Hattie's new Flagship will have a strong emphasis on culture in its design as well as a dynamic retail mix that will appeal to both visitors and kama'āina. It will offer Hawaii's largest selection of Hawaiian fashions, gifts, souvenirs, t-shirts, personal care products, home furnishings and accessories, and stunning island jewelry.

"We are thrilled that after months of discussion and strategic planning, Royal Hawaiian Shopping Center will be the new home of Hilo Hattie's Flagship store," said Rosalind Schurgin, principal of The Festival Companies, which is developing and managing the Center for Kamehameha Schools. "The variety of products offered at this mega store will appeal to both visitors and kama'āina, further enhancing the shopping experience at the Center."

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MANAGED & DEVELOPED BY THE FESTIVAL COMPANIES



“The addition of this world-renowned, Hawai‘i-based retailer will further complement our mission to infuse the local culture into the retail experience and transform our dynamic merchandise mix. Hilo Hattie is truly the ‘Store of Hawaii,’ with something for everyone including our mainland, Asian, international and kama‘āina guests,” said Susan Todani, director of development and planning for Kamehameha Schools.

To landmark the new mega store, the storefront façade design will be built upon a unique Hawaiian sense of place featuring a signature tower that will be the centerpiece of the storefront façade. The tower element and ground floor area of the store will house three escalators and an elevator for easy and convenient access to the store from the Kalākaua Avenue sidewalk area.

Hilo Hattie’s legendary and unique customer services will continue, including free shell lei greeting, complimentary refreshments, food and coffee tasting, free hemming, craft and fashion demonstrations, along with an in-store mailing department.

Hilo Hattie’s new Waikīkī store will treat all the senses. Live Hawaiian music will fill the store with excitement. Tropical colorful artwork and props will decorate and delight. The sweet scent of fragrant flowers from candles and nourishing bath and body products will sooth a stressful day. Hilo Hattie will be expanding its exclusive private line of fashions for the entire family, including soft and supple silks and cool and crisp cottons and cotton blends, all comfortable to the touch.

New features will include activities throughout the store, along with interactive and technical innovations not seen in Hawai‘i before. A full time Event Coordinator will be on staff to ensure a consistent and fun delivery of entertainment and events throughout the entire day, making this location a “must visit” attraction.

“Moving to Waikīkī represents a new chapter in the 43 year history of Hilo Hattie,” says Paul deVill, President and CEO of Pomare, Ltd. dba Hilo Hattie, “Waikīkī is the hub of the visitor industry and we are committed to be part of the growth of this dynamic business. We will be sticking to our golden formula in creating this new store by offering Hawaii’s largest selection, best values and a 100 percent quality guarantee on thousands of exclusive Hawaiian products. We will also be moving our O‘ahu Sales Office to Royal Hawaiian Shopping Center and we will be expanding our marketing program to include new promotions in both the Westbound and Eastbound visitor markets as well as the local market. We are extremely pleased to be building our new Flagship store in the ‘center of the action’ in Waikīkī and joining the prestigious Royal Hawaiian Shopping Center.”

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Hilo Hattie is Hawaii's largest Hawaiian retailer and also the world's largest manufacturer of Hawaiian, resort and casual fashions, offering hundreds of prints and styles only available at a Hilo Hattie store. It operates seven stores on all the major islands in Hawai'i and has stores in Orange and San Diego California, Las Vegas, Nevada, and Orlando, Florida. Last year, more than 2.5 million visitors and locals shopped at Hilo Hattie, making it the state's largest shopping attraction. For more information on Hilo Hattie's new Waikiki store, call its Sales Department at 1-800-233-8912 or visit the website at www.HiloHattie.com.

Royal Hawaiian Shopping Center, the premier shopping destination in Waikiki, consists of 293,000 square feet along a three-block stretch on Waikiki's famed Kalakaua Avenue. The Center is now undergoing a major \$84 million renovation, the first since the Center opened in 1979. The renovation plans include a complete make-over that will restore a Hawaiian sense of place to the built and operational environment, and a dynamic mix of new world-class retailers, restaurants and entertainment venues that will open when the center is completed late 2006. The Center is situated on more than six acres of prime real estate in Waikiki and is owned by Kamehameha Schools. All revenues generated by the Center enable Kamehameha Schools to provide quality education to children of Hawaiian ancestry. To learn more about the Center or its \$84 million revitalization project, visit www.RoyalHawaiianShoppingCenter.com.

The Festival Companies is a full-service real estate advisory firm and a leading shopping center developer based in Los Angeles, Calif. Its development track record spans more than 100 retail projects, including regional malls, entertainment centers, street retail and open-air centers in select markets nationwide. The Festival Companies has an extensive track record in redevelopment that has spurred revitalization and economic development in many communities. For more information on The Festival Companies, please call (310) 665-9600 or visit the company's Web site at www.festivalcos.com.

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