



NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, June 13, 2011

Contact:
Shane Peters
Communications Pacific
(808) 543-3540
speters@commpac.com

LOCAL LUXURY MAGAZINES WIN WESTERN PUBLISHERS' AWARDS

Halekulani Living magazine wins prestigious "Maggie" Award while HILuxury recognized for excellence by Western Publishing Association

HONOLULU – Oahu Publications' Halekulani Living magazine was awarded a prestigious "Maggie" at the 60th annual gala of the Western Publishing Association (WPA), recognizing the "Best of the West."

Halekulani Living was recognized with the WPA's highest honor, a "Maggie," as the Best Semi-Annual Trade & Consumer Publication. It also earned a certificate of excellence as a finalist for Best New Trade & Consumer Publication. "We're delighted and gratified to receive this recognition, as it reflects the high standards and quality we endeavor to maintain," said Gerald Glennon, the Halekulani Hotel's general manager.

HILuxury also received two certificates of excellence as a finalist, one in the "Lifestyle & Alternative Lifestyle Consumer Magazine" category and one for "Best Interview or Profile" for its feature on acclaimed "Iron Chef" Masaharu Morimoto. Each year, the WPA recognizes deserving individuals and publications for their excellence in a variety of categories. The annual awards banquet and black-tie dinner is considered the most prestigious publishing event in the Western United States.

"Our business philosophy has always been to look at opportunities that could benefit from our wealth of talent and publishing knowledge. We saw an opportunity with specialty

(more)

magazines and, from our launch of HILuxury four years ago, we have enjoyed being able to create publications specific to our clients' needs. With all of our Oahu Publications products, our goal is to provide the best publication possible," said Dennis Francis, president and chief executive officer of Oahu Publications. "Our expanding magazine division reflects this philosophy," he said, "and we're deeply honored to receive these awards as an affirmation of our approach."

Oahu Publications' magazine division includes HILuxury, Halekulani Living, Fairmont Luana, Ola Grand Waikikian Life, Go Kailua, 101 Things to Do and Ahahui Koa Anuenue (AKA). Just over the horizon is Ko Olina Resort Magazine, slated to launch in October, as well as the Aulani Disney Resort Magazine, which will begin publication with the resort's opening in August.

The Western Publishing Association is a nonprofit business trade association dedicated to the advancement of the media publishing industry in the Western United States. More information is available at www.wpa-online.org

Oahu Publications is the publisher of the Honolulu Star-Advertiser, Oahu's leading provider of in-depth, consistent and credible local news and information, MidWeek, and an expanding portfolio of lifestyle and community magazines.

#####