

# Oahu Publications Inc.

Hawaii's Largest Media Company



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## OAHU PUBLICATIONS LAUNCHES NEW IN-ROOM MAGAZINE WITH THE KAHALA HOTEL & RESORT

### *“Kahala Life” Will Be a Luxury Lifestyle Magazine*

HONOLULU – Oahu Publications has partnered with The Kahala Hotel & Resort to launch a new in-room magazine called *Kahala Life*. This signature publication embraces the new casual, affluent lifestyle of Hawaii, focusing on understated luxury and relaxed living. *Kahala Life* will highlight the “Kahala experience,” from epicurean encounters to culture and arts, as well as many other facets surrounding the Kahala lifestyle.

“*Kahala Life* is a terrific addition to our growing roster of hotel in-room magazines and community-specific publications,” said Dennis Francis, Oahu Publications president. “Our magazines have been recognized for their rich content and have won numerous awards in recent years. We are confident this magazine will follow in that success.”

Oahu Publications’ magazine division has won several MAGGIE awards, considered the publishing industry’s most prestigious award in the western United States. The company’s magazine division includes *Waikiki Magazine*, *HILuxury*, *Ola Hilton Grand Vacations Life*, *Go Kailua*, *Go Kapolei*, *101 Things to Do*, *Trump Ho’okipa*, *Aloha Hilton Hawaiian Village Magazine*, *Aloha Hilton Waikoloa Village Magazine*, and *Aulani* magazine.

(more)

“We are excited about our partnership with Oahu Publications,” said Carmine Iommazzo, The Kahala Hotel & Resort general manager. “Our hope is that *Kahala Life* will inspire and influence our international and celebrity guests from around the world.”

Published twice a year – Spring/Summer and Fall/Winter editions – *Kahala Life* will be bilingual (Japanese). Not only will the hotel guests receive a complimentary copy of the magazine in their rooms but *Kahala Life* will also be distributed to approximately 2,500 homes within the Kahala ZIP Code™.

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*Oahu Publications, Inc. is the parent company of The Honolulu Star-Advertiser, Hawaii’s only statewide daily newspaper; The Garden Island, Kauai’s daily newspaper; Hawaii Tribune-Herald and West Hawaii Today, Hawaii Island’s daily newspapers; USA Today Hawaii Edition; MidWeek, Oahu’s most widely distributed weekly publication and Hawaii.com, Hawaii’s premier travel site. Oahu Publication’s Magazine Division publishes HILuxury, Waikiki Magazine, 101 Things To Do, and a growing roster of community periodicals and in-room resort magazines.*