



PRESS RELEASE

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**MAUI COUNTY COUNCIL LAND USE COMMITTEE HEARINGS
CONTINUE FOR PULELEHUA COMMUNITY**

Kahului, Hawaii – Pulelehua – Maui Land & Pineapple Company, Inc.’s (NYSE: MLP) proposed community in West Maui – went before the Maui County Council Land Use Committee on Wednesday at the Council Chamber.

Ryan Churchill, senior vice president – corporate development of ML&P, went before the Committee, covering issues such as affordable housing, traffic, the proposed elementary school, and the importance of keeping Maui’s people on Maui by being able to offer quality workforce housing.

Several community members also testified before the Committee in favor of Pulelehua because of the affordable housing opportunities it will bring to Maui’s working families, as well as the community experience it will provide to its residents.

“At least 51 percent of the homes built in the Pulelehua project will be affordable, so many of the workers living on the other side of the island and working in West Maui can afford to purchase these homes and live closer to their jobs,” said Lahaina resident Anita Yamafuji. “Living in West Maui and working in West Maui will cut down on the commuter traffic. Not only that, but families can spend more time together instead of spending so much time driving to and from work.”

“Maui’s need for affordable housing for working families is clearly evident, as numerous residents have firmly supported the Pulelehua community and how it will help to alleviate the island’s housing demands,” said Churchill. “We are thankful to the many supporters who have unwaveringly backed Pulelehua through the years due to the many benefits the community will offer to Maui’s people.

We look forward to our next meeting with the Committee, as we are ready for Pulelehua to become a reality.”

The project is anticipated to go before the Committee again later this year. Once approved by the Committee, Pulelehua will go before the Maui County Council for final approval.

A community planned by, and for Maui’s working families, Pulelehua will offer a mix of residential, commercial and public uses, built according to a plan based upon the participation of more than 600 island residents. A total of 882 homes are planned for Pulelehua, with over 50 percent of the homes to be rented or sold at affordable rates determined by the county. Pulelehua will be a return to Maui’s traditional towns, featuring housing for all income levels distributed throughout each neighborhood, offering neighborhood stores and pedestrian-friendly roads designed for people instead of cars. Pulelehua will help to take cars off of the Pali – and redistribute traffic within West Maui.

Maui Land & Pineapple Company will provide approximately 13 acres and \$2.4 million for an elementary school in Pulelehua. The elementary school will be LEED® (Leadership in Energy and Environmental Design) certified, which ensures the design and operation of the school will be cost-effective, built green, and be a healthy and comfortable learning environment for students and teachers.

Pulelehua will also maintain 136 acres in the community as open space, including 26 acres of parks. With biking and walking paths, pedestrian-friendly streets, a lively town center, and inviting, accessible public places, Pulelehua will offer residents the opportunity to live, work, play and learn in a connected community.

Maui Land & Pineapple Company, Inc. is committed to the integration of agriculture, natural resource management and eco-effective design principles to create and manage holistic communities. MLP’s vision of holistic communities is based on the traditional Hawaiian model of ahupua‘a, a system of self-reliance based on the artful use of land and water resources to sustain island life indefinitely. MLP is a Hawai‘i corporation and successor to a business organized in 1909. Its principal operating subsidiaries are Maui Pineapple Company Ltd., producer and marketer of Maui

Gold® extra sweet pineapple, and Kapalua Land Company Ltd., operator of Kapalua Resort, a master-planned resort community in West Maui.