



PRESS RELEASE

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FOR IMMEDIATE RELEASE

PULELEHUA GOES BEFORE MAUI COUNTY COUNCIL LAND USE COMMITTEE

Lahaina, Hawaii – Wednesday night at the Lahaina Civic Center, approximately 100 people attended the Maui County Council Land Use Committee hearing, many in support of Pulelehua - Maui Land & Pineapple Company, Inc.’s proposed new community in West Maui. A detailed update on the project – presented by Bob McNatt, president, Community Development, Maui Land & Pineapple Company, Inc. – included descriptions of the multiple housing types, of which at least 51 percent will be sold or rented as affordable units. The Committee also heard public testimony from over 30 community members who were in favor of Pulelehua because of the homeownership and rental opportunities it will bring to Maui’s everyday, working families.

“We started planning Pulelehua with members from our community who know first hand what kind of neighborhood they want to live in,” said McNatt. “Seeing many of them again tonight – after three and a half years in the planning process – reassures us that they are in this for the long haul. They are ready for Pulelehua.”

“Most of my senior friends already own their own homes, and we could easily say ‘no more development on the West side’,” said May Fujiwara, community leader and lifetime resident of Lahaina. “But we want the young people to have the opportunity to become homeowners.”

Added McNatt, “Through the public testimony we heard loud and clear that affordable housing is needed right now. Pulelehua will help meet this demand for affordable housing and open West Maui to local families again.”

The project was deferred by the Committee until further notice. Once approved by the Committee, Pulelehua will go before the full 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 at least 51 percent of the homes to be rented or sold at below market rates. Pulelehua will be more like Maui's traditional plantation towns, featuring housing for all income levels distributed throughout each neighborhood and pedestrian-friendly roads designed for people instead of cars. Pulelehua will help to take cars off of roads in the congested area of Lahaina town, decrease commuter traffic – especially on 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 neighborhood 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. ML&P'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. ML&P is a Hawai'i corporation and successor to a business organized in 1909. Its principal operating subsidiaries are Maui Pineapple Company, Ltd., a producer and marketer of Maui-grown conventional and organic pineapple and diversified produce, and Kapalua Land Company, Ltd., operator of Kapalua Resort, a 23,000 acre master-planned resort community in West Maui.