



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**  
**June 19, 2006**

**Maui Planning Commission Votes “Yes” To Support Pulelehua Community  
*Commission’s Approval Means 450 Affordable Homes To Be Built In West Maui.***

**Kahului, Maui** – The Maui County Planning Commission voted 7-2 to recommend approval to the County Council in support of Pulelehua, Maui Land & Pineapple’s proposed “traditional” community that will bring 450 affordable homes to West Maui.

“We are delighted to have the strong support of the Maui Planning Commission for this vital project that will deliver so many benefits to West Maui,” said Bob McNatt, ML&P Community Development Division President. “We applaud the Commissioners for their hard work and support,” he added.

The Planning Commission voted to approve the project to the Maui Country Council with a number of recommended conditions. The most significant included an offer by Maui Land & Pineapple Company to voluntarily increase the number of “gap” housing -- units priced between “affordable” and market prices -- from 100 to 150. This new addition means a full 67 percent of all of the housing built at Pulelehua will either be affordable or “gap” priced.

“We believe this is a landmark for Maui for a project of this kind, and we’re proud that Maui Land & Pineapple is leading the way in ensuring Maui’s residents can afford to live on our beautiful island,” said McNatt...

More than two years in planning, Pulelehua is designed to be an attractive, highly-livable, and affordable “traditional neighborhood” where people can walk, know their neighbors, and experience a real sense of community.

Pulelehua now goes before the Maui County Council for a public hearing in the County Council's Land Use Committee.

"We have gained the Commission's approval and will continue to communicate the many benefits Pulelehua will bring to West Maui," said McNatt. "Pulelehua will be a high-quality community that will provide affordable housing, help get commuters off the road to help mitigate traffic, and will be good for the environment. Most importantly, it will be a community where people will be proud to live and to call home."

"We look forward to appearing before the Council and, winning their support. We are anxious to start building this tremendous new community as soon as possible on behalf of the residents of West Maui," McNatt added.

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

For more information, please visit [www.pulelehua.com](http://www.pulelehua.com).

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