



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**  
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**PULELEHUA CONTINUES HEARINGS WITH  
MAUI COUNTY COUNCIL LAND USE COMMITTEE**

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

The Committee heard public testimony from several community members who were in favor of Pulelehua because of the affordable homeownership opportunities it will bring to Maui’s working families, as well as the community experience it will provide to its residents.

“Pulelehua is a well-planned community that will have a sense of camaraderie, and will provide a balance of residents and visitors in the area,” said West Maui resident Keith Hertz. “Pulelehua will exemplify the feeling of a small town.”

The Maui County Department of Planning also went before the Committee. Department of Planning Director Jeffrey Hunt and senior planner Ann Cua gave a brief project overview, followed by questions from the Committee regarding traffic impacts, water and sewer infrastructure and the proposed elementary school.

“The residents of Maui have spoken loud and clear that we need more affordable housing for working families, and Pulelehua will help to greatly alleviate some of the housing demands,” said Churchill. “Our last Committee hearing was in September, but even though a few months have passed since then, supporters turned up to show their commitment to Pulelehua and all that it will offer. We look forward to our next meeting with the Committee, and we look forward to Pulelehua becoming a reality.”

The project is anticipated to go before the Committee again in the summer. 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 plantation 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 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 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.