



**PRESS RELEASE**

For More Information Contact:  
Lee Tokuhara, Bennet Group Strategic Communications  
Ph: 531-6087, ext. 5; 295-7329 cell

Maui Land & Pineapple Company, Inc.  
P.O. Box 187  
Kahului, Hawaii 96733-6687

**FOR IMMEDIATE RELEASE**

**MAUI COUNTY LAND USE COMMITTEE TO CONSIDER PULELEHUA**

**Lahaina, Hawaii** –Maui Land & Pineapple Company, Inc.’s proposed Pulelehua development will go before the Maui County Council Land Use Committee Wednesday, September 5. If approved by the committee, Pulelehua will go before the full Maui County Council for zoning approval to proceed with the community.

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.

Pulelehua is planned to have a total of 882 homes, with at least 51percent of the homes to be rented or sold at below market rates – adding much needed affordable housing to West Maui, where the median single-family home sells for over \$1 million.

“A thoughtful community designed for working residents is long overdue, and we are eager to take this next step toward approval from the County Council Land Use Committee,” said Bob McNatt, president, Community Development, Maui Land & Pineapple Company, Inc. “More than 4,300 people are waiting for Pulelehua and we hope the results of this hearing will be encouraging for them.”

Pulelehua will be more like Maui’s traditional plantation towns, featuring housing for all income levels and pedestrian-friendly roads designed for people instead of cars. Its holistic design includes a “main street” area with markets and needed services. Pulelehua will take cars off of roads in the congested area of Lahaina town, decrease commuter traffic and redistribute traffic within West Maui. Pulelehua will alleviate shopping traffic by reducing trips outside of the community by including

commercial and retail locations. The community will also provide funding for regional traffic improvements and highway improvements adjacent to Pulelehua.

Maui Land & Pineapple Company will provide approximately 13 acres for an elementary school in Pulelehua. The school's strategic location will reduce school traffic in Lahaina, as residents and nearby residents will be able to walk or drive their children to school without leaving 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.

Designed to celebrate the natural features of the area, Pulelehua will respect fragile ecosystems and will 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.

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