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**FOR RELEASE: IMMEDIATELY**

**“PULELEHUA” – NEW WEST MAUI COMMUNITY  
SEEKS PUBLIC PARTICIPATION IN DESIGN PHASE**

**KAPALUA**, Maui, Hawaii (March 4, 2004) – Maui Land & Pineapple Company, Inc. and the County of Maui are working closely to develop a new West Maui community for the working families of Maui to be called “Pulelehua.” The initial phase of the proposed development is approximately 150 acres located between the Honoapiilani Highway and the Kapalua Airport.

The conceptual design of Pulelehua will offer affordable and moderately priced housing along with neighborhood features such as an elementary school, parks, trails, public gathering places, well-designed streets, neighborhood retail, and open spaces.

Maui Land & Pineapple Company, Inc. is inviting the public to attend a series of hands-on planning and design sessions at The Ritz-Carlton, Kapalua, March 19 to March 26, 2004 as follows:

March 19	6pm - 8pm	Community Kick-off Presentation
March 20	9am – 2pm	Hands on Design Session
March 23	5pm – 9pm	Open House at Napili Plaza
March 26	6pm – 8pm	Work-in-Progress Presentation

All sessions are free to the public.

“The vision and values underlying Pulelehua are aligned with Maui Land & Pineapple Company, Inc.’s values of creating and managing holistic communities that invite a sustainable future for Maui,” said David C. Cole, Chairman, President and CEO of Maui Land & Pineapple

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Company, Inc. "It's an exciting venture to offer ML&P employees and fellow islanders quality homes that allow them to live close to their workplaces, schools, and recreational areas."

The County of Maui and Maui Land & Pineapple Company, Inc. are encouraging all interested persons to express their vision, ideas, and input for Pulelehua so that the new community truly reflects the needs of future residents.

For more information on the design sessions, please call the Kapalua Land Company at (808) 669-5625.

Maui Land and Pineapple Company, Inc. (MLP), a Hawaii corporation, is a land management and operating company with several wholly owned subsidiaries, including Maui Pineapple Company, Ltd. and Kapalua Land Company, Ltd. As Maui's largest employer with headquarters on Maui, ML&P is committed to creating and managing holistic communities that invite a sustainable future for Maui.

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