



HALEKULANI CORPORATION APPOINTS DARA LUM COMMUNICATIONS DIRECTOR

FOR IMMEDIATE RELEASE

HONOLULU, HI – June 11, 2014 Halekulani Corporation, which owns and manages both Halekulani and Waikiki Parc Hotel on Oahu, Hawaii, has appointed Dara Lum to the position of Communications Director. Ms. Lum will be responsible for all aspects of communications for the hotels and corporation. This announcement was made by Peter Shaindlin, Chief Operating Officer of Halekulani Corporation.

"We are delighted to welcome Dara to our team," said Halekulani Corporation's Chief Operating Officer, Peter Shaindlin. "Her extensive public relations experience in the hospitality and travel sector will assist in our continuing effort to share our legacy and reinforce our Halekulani brand."

"I'm honored for this appointment to communicate the Halekulani brand worldwide," said Lum. "I'm thrilled for this opportunity and feel that my experience and expertise will reinforce Halekulani's legacy."

Lum brings 14 years of communications experience to Halekulani Corporation. Most recently, she worked at McNeil Wilson Communications, the public relations division of Anthology Marketing Group where she represented Hawaiian Airlines, the Hawaii Lodging & Tourism Association, Prince Resorts Hawaii and the Kauai Visitors Bureau. Prior to McNeil Wilson, Lum served as the media director for the Hawaii International Film Festival.

Lum holds Bachelor's degrees in both journalism and communication from the University of Hawaii at Manoa. She is a member of the Public Relations Society of America, Hawaii Chapter and has handled the public relations and marketing for the Visitor Industry Charity Walk for the past 12 years.

About Halekulani Corporation

Halekulani Corporation owns and operates globally-acclaimed luxury resort Halekulani and Waikiki Parc Hotel in Hawaii. Halekulani represents a luxury hospitality legacy of unique and iconic proportions. Waikiki Parc Hotel, conveniently situated in close proximity to Halekulani, was developed by Halekulani Corporation in 1987 following the successful reopening of Halekulani. The hotel offers affordable luxury in a chic and contemporary setting, and provides new guest experiences and gracious service, both hospitality hallmarks of the Halekulani brand.

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