



Aqua Hotels & Resorts Affirms AquaFRESH Brand Promise After Completing \$26 Million in Renovations

FOR IMMEDIATE RELEASE

November 16, 2006

WAIKIKI BEACH, Hawaii – As the end of 2006 draws near, over \$26 million has been spent upgrading Aqua Hotels & Resorts' Waikiki properties – validating the AquaFRESH brand promise guaranteed by Mike Paulin, Aqua's Owner and CEO.

The extent of renovations, in many instances, went far beyond the replacement of mattresses and bedspreads. Work entailed (or will entail) the complete makeover of five properties: Aqua Palms & Spa (September 2005), Aqua Waikiki Wave Hotel (September 2006), The Equus Waikiki (December 2006), Aqua Essence & Spa (2007) and Ocean Tower Hotel at Waikiki Beach (2007). Other properties receiving refurbishments included Aqua Aloha Surf – public area improvements and guest room upgrades in 2005 and Aqua Bamboo & Spa – entrance and outer sanctuary enhancements in 2006, with guest room improvements slated for 2007. Work scheduled for completion in 2007 totals over \$8 million.



Aqua Palms & Spa



Aqua Waikiki Wave



The Equus Waikiki

Investment in refurbishments and product improvements over the past two years has positioned Aqua well, especially in light of a recent Oahu Visitors Bureau campaign initiative to promote a revitalized Waikiki in 2007. The property upgrades have also distinguished Aqua as a company that embraced the condotel concept early on and emerged with two distinct brands – Aqua Boutique and Aqua Lite hotels.

Aqua Boutique hotels feature contemporary lifestyle amenities comprising seven pillars of the brand – AquaSPA, AquaFIT, AquaFRESH, AquaKIT, AquaCONNECT, AquaSTART and AquaPROMISE. In 2007, six properties will represent this category: Aqua Aloha Surf, Aqua Bamboo & Spa, Aqua Essence & Spa, Aqua Palms & Spa, Aqua Waikiki Wave Hotel and The Equus Waikiki.

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Aqua Lite represents the company's value product and offers a set of brand pillars including AquaCONNECT, AquaKIT and AquaPROMISE. Properties currently in this category include Aqua Island Colony, Aqua Marina and Ocean Tower Hotel at Waikiki Beach.

The management contract for Kuhio Village – an Aqua Lite property located at 2463 Kuhio Avenue will not be renewed in 2007 due to the new direction of Aqua's strategic business plan.

According to Guy Underkoffler, Aqua's VP Operations & Finance, "The Kuhio Village no longer fits Aqua's business model so we are ending our management contract, effective January 2, 2007."

"To meet the demands of today's sophisticated young travelers, product standards – even in the Aqua Lite category, are very important to us so we regularly review brand initiatives at each property," added Underkoffler. "Travelers have many choices when booking a place to stay so our commitment to offering quality properties to meet and exceed their expectations is crucial."

Aqua employees at Kuhio Village will be integrated into the remaining nine Aqua hotels in Waikiki.

For additional information, visit aquaresorts.com. For reservations, see your travel agent or call toll free at 1-866-406-2782.

High-rez DIGITAL IMAGES of the guest rooms pictured are available upon request.

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