

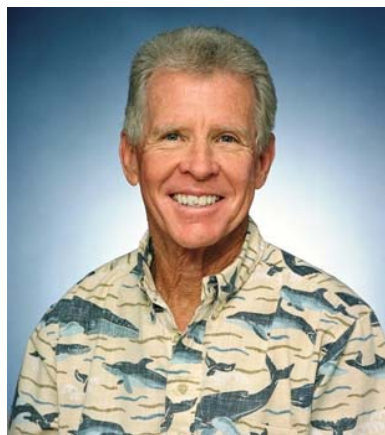
## **William “Bill” Henderson appointed VP of Development of Aqua Hotels**

### **FOR IMMEDIATE RELEASE**

October 29, 2007

WAIKIKI BEACH, Hawaii – Aqua Hotels & Resorts recently announced that William “Bill” Henderson has joined the company as Vice President of Development.

“This new position was created to increase expansion and growth of the Aqua Brand,” said Mike Paulin, owner and CEO of Aqua Hotels Resorts. “We are very fortunate to have Bill on board. His outstanding history of hospitality successes in Hawaii, including a long association with Outrigger Hotels & Resorts, is unrivaled.”



Henderson will focus on adding hotels to Aqua’s three brands: Aqua Lite – representing the company’s value product, Aqua Boutique – select group of affordable upscale properties and Aqua Elite – high-design, high-service boutique hotels.

Immediately prior to joining Aqua Hotels, Henderson provided consulting services for the Ocean Network (a new "start up" television channel in Hawaii), particularly focused on developing relationships with various groups involved in advocacy for Hawaii’s oceans and reefs, including National Ocean and Atmospheric Condition (NOAA), Castle Foundation, Coconut Island, and Office of Hawaiian Affairs.

Henderson brings over 30 years of marketing and development expertise to Aqua. His resume includes positions as immediate past VP Business Development for Outrigger Hotels & Resorts where he planned and led diversification effort that resulted in transformation of a company that operated 20 hotels (18 in Waikiki) with 7,000 rooms in Hawaii, to a Pacific-wide regional chain with 55 hotels/resorts open or under construction,

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with more than 12,000 rooms throughout the Hawaiian Islands, Australia, New Zealand, Fiji, Guam, Palau, Majuro, French Polynesia, and Bali.

Other senior-level positions within the industry held by Henderson include Senior VP Marketing and Customer Services for Hawaiian Airlines, VP Marketing and Sales for Aloha Airlines and Regional VP for Colony Hotels.

Henderson received his BA Math/Economics from Duke University and his MBA Marketing/Finance from the University of Hawaii.

He has a distinguished military service record, having served in the U. S. Marine Corps as Captain - Infantry and Intelligence and awarded the Silver Star, Navy Commendation Medal w/ combat V, Presidential Unit Citation and Navy Unit Citation.

Throughout his career, Henderson has been active and involved in the visitor industry and the community. He has served on both the Marketing and Research committees for the Hawaii Visitors & Convention Bureau; Marketing Authority and Board of Directors for Pacific Asia Travel Assn (PATA international); Board of Directors of International Hawaiian Canoe Assn; Board of Directors of the Australia-Hawaii Chamber of Commerce; Airline Committee for the Guam Visitors Bureau; Airline Committee for the Tahiti Tourism Bureau; adjunct teacher of Marketing at Hawaii Pacific University; and Strategic Marketing and Research Instructor for Executive Development Institute for Tourism program at University of Hawaii

“There are numerous opportunities throughout Hawaii and Bill knows exactly what Aqua is looking for to complement our portfolio,” added Paulin. “His development acumen and invaluable relationships in the business community are sure to advance Aqua’s growth objectives as Hawaii’s only boutique hotel chain.”

High-rez DIGITAL IMAGES of Bill Henderson are available upon request.

#### About Aqua Hotels & Resorts

Aqua was founded in 2001 by Hawaii hotelier Mike Paulin to manage and operate hotels and hotel-condominiums in Hawaii. In 2005 the company introduced Aqua Boutique Hotels, a select group of properties responding to the sense of style and attitude of today’s

sophisticated traveler. The Aqua Boutique Collection features lifestyle amenities comprising the seven pillars of the Aqua brand – AquaSPA, AquaFIT, AquaFRESH, AquaKIT, AquaCONNECT, AquaSTART and AquaPROMISE.

In 2006 the Aqua Lite Line, representing the company’s value product, was added, and in late 2007, the first Aqua Elite hotel will be unveiled. Currently, Aqua’s chain-wide inventory of 10 properties is located exclusively in Waikiki where it is TripAdvisor’s most ‘honored’ hotel company with three hotels listed in the top ten.

Aqua Hotels & Resorts is ranked #8 in Pacific Business News’ ‘Fastest 50’ growing Hawaii companies in 2007.

Visit [www.aquaresorts.com](http://www.aquaresorts.com) for more information about the company and individual hotels. For reservations, see your preferred travel agent or call Aqua toll free at 1-866-406-2782.

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