



## **Aqua Hotels Adds 5<sup>th</sup> Property in 2006**

### **Addition of Island Colony doubles Aqua's hotel portfolio**

#### **FOR IMMEDIATE RELEASE**

October 9, 2006

WAIKIKI BEACH, Hawaii – Mike Paulin, owner and CEO of Aqua Hotels & Resorts announced today the addition of Island Colony to its expanding Waikiki inventory. This makes Aqua the fastest growing Waikiki hotel chain this year – adding five properties and doubling its portfolio.

“It’s exciting to have Island Colony join the Aqua family,” said Will Tanaka, President of Aloha Hospitality Consulting, LLC and Stahl, Inc., the general partner of Island Colony Hotel. Having worked with Mike for many years, coincidentally beginning at the Island Colony in 1979, I have a great deal of confidence in him and his team. Aqua is definitely on the move, targeting the right customers for Waikiki and for Island Colony.”

The 740-room Island Colony is located at 445 Seaside Avenue and becomes the 6th property in Aqua’s Lite collection. The 44-story hotel features rooms with an AquaKIT (mini-refrigerator, microwave and coffeemaker), spacious lanais and great views of the Koolau mountain range, Diamond Head or the Pacific Ocean. Hotel amenities include a large outdoor swimming pool and sundeck, Jacuzzi, sauna and coin-operated washer/dryers.

“Aqua Hotels has emerged from the fledgling condotel company it was in 2001 to a competitive Waikiki brand offering a range of products,” remarked Elizabeth Churchill, Aqua’s VP Marketing and Guest Services. “As an urban resort destination, Waikiki balances excitement with relaxation and provides excellent potential for both Aqua Lite and Aqua Boutique hotels. The addition of Aqua Island Colony to our Aqua Lite group is significant as several properties in this category will be transitioning to the Aqua Boutique group once their respective renovations are complete – much like the grand opening of the Aqua Waikiki Wave on October 1st.”

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The Internet is today's #1 source for travel planning, and to better target the GenX demographic, Aqua partnered with TravelCLICK (in July) to maximize the performance of its distribution strategy and implement an integrated Internet marketing program, including online search marketing, to drive traffic to the Aqua's new and more functional website.

The current list of Aqua properties follows:

**Aqua Boutique:**      **Aqua Waikiki Wave**, 2299 Kuhio Avenue  
                                 **Aqua Aloha Surf**, 444 Kanekapolei Street  
                                 **Aqua Bamboo & Spa**, 2425 Kuhio Avenue  
                                 **Aqua Palms & Spa**, 1850 Ala Moana Boulevard

**Aqua Lite:**              **Aqua Continental \***, 2426 Kuhio Avenue  
                                 **Aqua Hawaii Polo Inn \***, 1696 Ala Moana Boulevard  
                                 **Aqua Island Colony**, 445 Seaside Avenue  
                                 **Aqua Kuhio Village**, 2463 Kuhio Avenue  
                                 **Aqua Marina**, 1700 Ala Moana Boulevard  
                                 **Ocean Tower Hotel at Waikiki Beach \***, 129 Paokalani Avenue

\*once renovations are completed, these hotels will transition to Aqua Boutique and/or Elite status



DIGITAL IMAGE of Aqua Island Colony exterior shown above is 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. Aqua Boutique Hotels feature lifestyle amenities comprising the seven pillars of the Aqua brand – AquaSPA, AquaFIT, AquaFRESH, AquaKIT, AquaCONNECT, AquaSTART and AquaPROMISE.

In 2006, Aqua Lite, representing the company's value product, was added. Aqua's chain-wide inventory of 10 properties is located exclusively in Waikiki.

For additional information, visit [aquaresorts.com](http://aquaresorts.com). For reservations, see your travel agent or call toll free at 1-866-406-2782.

- 30 -

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