

Aqua Hotels and Resorts announces appointments for key sales positions

FOR IMMEDIATE RELEASE

June 26, 2007

WAIKIKI BEACH, Hawaii – Elizabeth Churchill, VP Sales & Marketing for Aqua Hotels and Resorts, recently announced appointments for several key sales positions. According to Churchill, “Over the last several weeks, I have been busy putting together the strongest and most progressive sales and revenue staff in Hawaii and I’m thrilled with the new team we have.”



Robin Harlow



Tulinh Luciano-DeSmith



Evelyn Shiroma

Robin Harlow – Director of Travel Industry Sales

Robin Harlow has been named to the newly-created Director of Travel Industry Sales position and is responsible for wholesale partnerships for all 10 Aqua Hotels. Harlow oversees all relationships with both traditional wholesalers and internet merchant models (Expedia, Travelocity, Orbitz, etc.) in the U.S. and International markets, excluding Asia, and reports directly to Elizabeth Churchill.

Most recently Harlow was Director of Sales at Aqua Waikiki Wave, where she successfully transitioned the property from Aqua Lite to Aqua Boutique status, helped exceed revenue goals through her sales efforts and was an integral part of pushing the Aqua Waikiki Wave into TripAdvisor’s top ten hotels. Prior to that, Harlow was General Manager of the Aqua Palms & Spa and was instrumental in effectively opening and securing an AAA 3-Diamond rating for the hotel. Before her career with Aqua, Harlow held management positions in sales, operations and owner relations including domestic and internet sales manager for the Kaanapali Beach Hotel where she consistently maximized revenue and occupancy levels.

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Originally from Long Island, New York, Harlow attended Farmingdale College before moving to Hawaii in 1982. She is a board member of Soroptimist International of West Maui and was named 2006 Sales Person of the Year by Expedia.

Tulinh Luciano-DeSmith, CASE – Director of Market Sales

Tulinh Luciano-DeSmith is Aqua's Director of Market Sales, reporting directly to Elizabeth Churchill. In this newly-created position, Luciano-DeSmith is responsible for Associations, Societies, Institutes, Medical, Government/Military, Meetings, Conventions, Incentives, Corporate and Group business. Her expertise in retail market segments allows Aqua to begin diversifying its revenue mix while ultimately increasing average daily rate.

Luciano-DeSmith comes to Aqua from the Waikiki Beach Marriott Resort & Spa where she was Senior Sales Manager. She has also held sales management positions at ResortQuest Waikiki Beach Hotel and Ala Moana Hotel.

A recipient of numerous professional awards, including the 2006 Golden Circle Award from the Waikiki Beach Marriott Resort & Spa, Luciano-DeSmith is also a member of the Professional Convention Management Association (PCMA) and American Society of Association Executives (ASAE). She also received her Certified Association Sales Executive (CASE) designation.

Luciano-DeSmith is a graduate of Colorado Technical University with a Bachelor of Science degree in Business Administration.

Evelyn Shiroma – Sales Manager

Evelyn Shiroma is transitioning to become Sales Manager for Aqua Waikiki Wave from her previous position as Sales Manager at Ocean Tower Hotel.

Most recently, Shiroma was at ResortQuest Waikiki Beach Hotel – where she was recruited to re-open the hotel in early 2001 and was a recipient of their Manager of the Year award. Shiroma has 17 years professional experience in management, supervision and customer relations. Her resume includes positions at the Hyatt Regency Waikiki Resort and Spa, Outrigger Waikiki Hotel and Bally's Hotel and Casino Resort in Las Vegas.

In her new role, Shiroma will report directly to Lynette Eastman, General Manager of the Aqua Waikiki Wave.

Shiroma received her B.S. in Business Administration from Hawaii Pacific University.

“This is an exciting time to be part of Aqua,” remarked Churchill. “Change is good and provides us all with new opportunities to grow as a company and as individuals.”

High-rez DIGITAL IMAGES 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 the Aqua Boutique Collection, a select group of hotels 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, the Aqua Lite Line, representing the company's value product was added, and in 2007 the first Aqua Elite hotel will be unveiled. Currently, Aqua's chain-wide inventory of 10 hotels is located exclusively in Waikiki and Aqua is TripAdvisor's most honored hotel company in Waikiki.

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

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NR 057/06

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