

News Release



FOR IMMEDIATE RELEASE

Tuesday, June 30, 2009

KAPALUA LAND COMPANY ANNOUNCES CANCELLATION OF KAPALUA LPGA CLASSIC

KAPALUA RESORT, MAUI, HAWAII -- Kapalua Land Company, Ltd., a division of Maui Land & Pineapple Company, Inc. (NYSE:MLP), today announced that due to the lack of a title sponsor it is unable to present the 2009 Kapalua LPGA Classic. The tournament was scheduled for October 12 – 18, 2009 at The Bay Course in Kapalua Resort.

“It’s disappointing but a reality in today’s current economic climate that title sponsorships are difficult to secure. We greatly enjoyed hosting last year’s event and value our partnership with the LPGA Tour and its players,” said Gary Planos, senior vice president of Resort Operations for Kapalua Land Company.

Designed by Arnold Palmer and Francis Duane, The Bay Course recently emerged from a three-year renovation to provide better playability for golfers all of levels. For more information, contact Gary Planos at (808) 665-9116 or email gary.planos@kapalua.com.

ABOUT KAPALUA RESORT

Kapalua Resort is a 22,000-acre, master-planned community set amidst two nature preserves and pineapple fields on Maui’s northwest coast. The resort is renowned for its world-class golf, The Bay and The Plantation Courses; 11 residential communities; premier accommodations at The Ritz-Carlton, Kapalua and The Ritz-Carlton Club and Residences, Kapalua Bay; The Kapalua Gold Villas, a condominium rental program; Kapalua Luxury Homes, a vacation home rental program; a tennis complex; three white sand beaches, including two of America’s Best Beaches, and a variety of restaurants and shops. Nearby Kapalua Farms offers farm-to-fork produce and eggs to resort restaurants and the surrounding community. Kapalua Resort hosts a signature event series each year: the PGA TOUR’s season-opening SBS Championship in January, Whale Quest Kapalua in February, The Ritz-Carlton, Kapalua’s Celebration of the Arts in April and Kapalua Wine & Food Festival in June. For more information, visit kapalua.com or call 1-800-KAPALUA.

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