

FOR IMMEDIATE RELEASE

**MAUI NON-PROFIT AGENCIES RECEIVE \$353,536
FROM THE 2005 MERCEDES CHAMPIONSHIPS**

MAUI, HAWAII, March 30, 2005 – Kapalua Maui Charities, Inc., the host organization of the 2005 Mercedes Championships, proudly unveiled a check in the amount of \$353,536 at a Charity Reception held Wednesday, March 30 at the J. Walter Cameron Center in Wailuku. Richard Cameron, president of the Board of Directors presented the check to representatives from eleven non-profit organizations.

The eleven designated organizations receiving the proceeds from the 2005 Mercedes Championships are the Boy Scouts of America - Maui County Council, Friends of the Children's Justice Center, Girl Scout Council of Hawaii, Hale Makua, J. Walter Cameron Center, Ka Lima O Maui, Lahainaluna High School Foundation, Maui Junior Golf Association, Maui Memorial Medical Center Foundation, Maui Preparatory Academy, and The Art School at Kapalua.

The Mercedes Championships, played at Kapalua's Plantation Course earlier this year, January 3 – 9, 2005, drew an impressive crowd of over 28,000 spectators. Every year, an extraordinary number of volunteers including those from the designated beneficiaries contribute their time and talent to assist with various aspects of the tournament.

"The partnership that we've forged with these fine charitable organizations has been a win-win situation for all involved," said Richard Cameron. "Since 1999, Kapalua Maui Charities, Inc. has contributed over \$1.7 million to the Maui community. Each year we've achieved our goal of increasing the amount raised by the tournament from \$183,000 in 1999 to over \$350,000 today."

A portion of the proceeds from the Mercedes Championships have been designated specifically to support West Maui projects. Those organizations seeking donations may call the Mercedes Championships tournament office at (808) 669-2440 for applications. Completed applications are due by April 15, 2005.

Non-profit entities with 501(c)3 status interested in becoming a designated beneficiary for the 2005 Mercedes Championships should also call the tournament office for a separate application. All applications are due April 15, 2005.

Mark your calendars -- the 2006 Mercedes Championships takes place January 2-8. Champions from this year compete in this season-opening PGA TOUR event. Early qualifiers include Tiger Woods, Vijay Singh, David Toms, Phil Mickelson, Justin Leonard, Fred Funk, Kenny Perry, Geoff Ogilvy and defending champion Stuart Appleby.

#

- ABOUT KAPALUA -

The Kapalua Resort is a 23,000-acre master-planned resort community set amidst a working pineapple plantation on Maui's northwest coast. The resort is renowned for its three world-class golf courses – The Bay, The Village and The Plantation Courses; nine residential communities; two premier hotels – The Ritz-Carlton, Kapalua and the Kapalua Bay Hotel; a villa rental program, The Kapalua Villas; a luxury home rental program, Kapalua Luxury Homes; a tennis complex; three white sand beaches; and a myriad of restaurants and shops.

Kapalua Resort hosts four signature events each year, the PGA TOUR season-opening Mercedes Championships in January, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in March, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information, call toll-free 1-800-KAPALUA or visit the web site at www.kapaluamaui.com.

###

FOR MORE INFORMATION:
Kapalua Resort
Tracy Johnson
808/669-0244
tjohnson@kapaluamaui.com