



**OKURA HOTELS & RESORTS ENTERS INTO
RESERVATIONS AND MARKETING REPRESENTATION SERVICES AGREEMENT
WITH MAKENA BEACH & GOLF RESORT IN MAUI**

Tokyo, Japan, April 1st, 2011: Hotel Okura Co., Ltd. (Head Office: Tokyo, Japan, President: Toshihiro Ogita) has signed a reservations and marketing representation services agreement for Makena Beach & Golf Resort in Maui with ATC Makena Services LLC (Head Office: Maui, Hawaii, Senior Vice President & General Manager: Shawn Sweeney). As of April 1st, Okura Hotels & Resorts will provide reservations and Asia marketing services for Makena Beach & Golf Resort.

The Makena-Wailea area is a world-class resort destination that is abundantly beautiful and offers plenty to see and do. The Makena Beach & Golf Resort is situated on 1800 acres at the southwestern end of Maui, where the slopes of Maui's 10,000ft. dormant volcano meet the rocky lava shoreline and sandy beaches of the Pacific Ocean. The resort was opened in 1986, and features 305 rooms and suites, swimming pool, spa, and Makena golf course with 18 spectacular holes. In Makena Beach & Golf Resort, guests are surrounded by the marvels of nature, with Mount Haleakala looking down on lush green slopes towards the blue Pacific Ocean and world famous Molokini Crater, and enjoy a truly wonderful resort life in neighbor island of Maui

Under the agreement, Okura's reservations system now is able to book Makena Beach & Golf Resort through its voice call center in Tokyo, servicing all of Japan in real time for Makena's elite Japan-based clientele. Makena also is featured as its exclusive Maui property on Okura's website in English, Japanese, Korean, Chinese, www.okura.com, which also caters to the Group's international frequent guest database. Okura's corporate program also features special rates at Makena.

Makena's new owners have started a multi-million dollar beautification of the Hawaiian resort to its rightful place as the leading resort in the Hawaiian islands.

Media Contacts:**Jovelyn Bonilla**

Public Relations

Makena Beach & Golf Resort

T: +1 808 874 1111

E: jbonilla@makenaresortmaui.com

Junko Igarashi and Hiroko Kobayashi

Planning & PR

Okura Hotels & Resorts

T: +81 3 3224 6760

E: igarashij@tokyo.hotelokura.co.jp

kobayashih@tokyo.hotelokura.co.jp

Editor's Note**About Makena Beach & Golf Resort**

Name: Makena Beach & Golf Resort

Address: 5400 Makena Alanui, Wailea-Makena, Hawaii 96753 United States of America

TEL & FAX: TEL: 1-808-874-1111 FAX: 1-808-879-8763

URL: <http://makenaresortmaui.jp>

Number of rooms: 305 rooms and suites

Room rate: Nalu Partial Ocean View	\$289~
Makai Ocean View Room	\$329~
Honu Ocean Front Room	\$389~
Makena Ocean Front Suite	\$659~

Restaurants & Bars: Raku Japanese Restaurant, Molokini Bar & Grill, Café Kiowai, Barista
5400 - Proudly Brews Starbucks Coffee, Pool bar & Grill, Café on the
Green at the golf course, In-Room Dining

Other facilities: Golf course with 18 holes, Tennis courts, Beach, Swimming pool, Jacuzzi,
Fitness Center, Spa, Meeting rooms and banquet rooms, self-service laundry
room

Access: 40 minutes from Kahului Airport

Makena is located in the middle of Wailea and Ahihi Kinau Natural Area Reserve and one of the most beautiful areas in the Island of Maui. The Makena Beach & Golf Resort is situated on 1800 acres, where the slopes of Maui's 10,000 ft. dormant volcano meet the rocky lava shoreline and sandy beaches of the Pacific Ocean. The Resort's beach front location affords all 305 rooms and suites to view the Pacific Ocean and Haleakala volcano. Each room is also equipped with a private lanai so guests can feel the cool ocean breeze, breathe the sweet Hawaiian air and enjoy the spectacular views in the privacy of their own room.

The resort owns Makena Golf Course with 18 holes designed by famous Robert Trent Jones, Jr. Opened in 1993 to excellent reviews from the international golfing community. Makena Golf Course feels more like a nature walk than a golf course, with captivating mountain views of Haleakala Crater and sweeping views of the blue Pacific Ocean. Hawaiian rock walls remain where they were found, and natural gullies and stream beds have been left in their natural state. It was recently named as one of the top 20 Golf Resorts in Hawaii in 2011 by Links Magazine and has garnered recognition as one of the best courses in America.

The Makena Tennis Club features world-class facilities set in a lush tropical setting with gorgeous ocean views. Tennis Club offers 6 championship plexipave courts, two lit for night play. Tennis Resorts Online ranks the Makena Tennis Club in the top 75 for tennis resorts in the USA. Tournaments and USTA league events are hosted throughout the year and feature monthly themed events for members and guests.

Makena also provides many kinds of resort activities such as Kayak Eco Snorkel Tours, Hawaiian Outrigger Canoe Rides and Cultural Experience Tours, Scuba Diving Trips and Lessons, and Stand-Up Paddle Board Lessons as well as sports facilities including six plexipave tennis courts, a fitness center and spa treatments. You enjoy exclusive resort life at Makena Beach & Golf Resort.

About Okura Hotels & Resorts

Okura Hotels & Resorts (OHR) under the unifying paradigm of Best A.C.S. that indicates Best Accommodations, Cuisine and Services, has a total of 24 member hotels both inside and outside Japan with 6,542 guest rooms. More than 30 years have passed since OHR was established. In that time, it has built a global network of tremendous quality and cooperation, in Japan, Asia, and beyond. Combining Japanese culture and superlative attention to detail with the functionality of European and American hotels, the "Okura Brand" hospitality satisfies the needs of all guests. From compact city hotel to world-famous resorts, OHR members are justifiably proud of their individual brilliance.