



ROYAL HAWAIIAN  
SHOPPING CENTER

**NEWS RELEASE**

FOR IMMEDIATE RELEASE

October 22, 2007

Contact: Melissa Malahoff-Kamei, (808) 539-3435    Nani Hirosane, (808) 931-3104  
McNeil Wilson Communications                      Royal Hawaiian Shopping Center  
[mmalahoff@mcneilwilson.com](mailto:mmalahoff@mcneilwilson.com)                      [n.hirosane@festivalcos.com](mailto:n.hirosane@festivalcos.com)

**ROYAL HAWAIIAN SHOPPING CENTER OFFERS  
VALIDATED PARKING AS LOW AS \$1 PER HOUR**

*Guests Can Now Receive Parking Validation for ANY Purchase*

**Waikīkī** – Royal Hawaiian Shopping Center is proud to announce new discounted validated parking rates effective Oct. 22, 2007. As part of the Center's \$115 million revitalization, guests will pay just \$2 for two hours or \$4 for four hours of parking with validation from any Royal Hawaiian Shopping Center merchant or restaurant. No minimum purchase is required. After 10 p.m., guests of Señor Frog's Restaurant and Bar can also enjoy a flat rate of only \$5.

"One of the biggest challenges in Waikīkī is finding affordable parking," said Marleen Akau, general manager of Royal Hawaiian Shopping Center. "We feel it is important to listen to our residents and guests. At their request, we now offer some of the lowest parking rates in Waikīkī, adding value especially for our kama'āina shoppers. We already have one of the largest parking structures in Waikīkī with 614 stalls on 10 levels, so now we're making it more accessible. With purchase from any Royal Hawaiian Shopping Center merchant, from ABC to Hermes, customer parking qualifies for validation. We want our residents to be able to enjoy the activities and attractions in their own backyard."

Guests who park beyond the four-hour validation limit will only pay \$2 for every additional 20 minutes or fraction thereof.

-more-

2201 Kalākaua Avenue, Suite A500 • Honolulu, Hawai'i 96815 • Ph: (808) 922-0588 • Fax: (808) 922-0961 • [www.RoyalHawaiianShoppingCenter.com](http://www.RoyalHawaiianShoppingCenter.com)

MANAGED & DEVELOPED BY THE FESTIVAL COMPANIES



Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. The unique four-level Center is undergoing a major multi-million dollar renovation that will transform the dynamics of Waikīkī by offering visitors and kama'āina the largest public gathering space for entertainment and culture. The makeover will restore a Hawaiian sense of place to the physical and operational environments of the Center to host a dynamic mix of 110 world-class retailers, dining and entertainment venues. Completion is slated for late 2007. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit [www.RoyalHawaiianShoppingCenter.com](http://www.RoyalHawaiianShoppingCenter.com).

###