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PRESS RELEASE

FOR IMMEDIATE RELEASE

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VISITOR MAGAZINES CONTINUES TO GROW

Wailuku, HI September 28, 2004 – Visitor Magazines, LLC is proud to announce the addition of two new Account Executives to the Big Island Visitor Sales Team.

Edward Kulawiak resides in Kailua-Kona, Hawaii with his wife, Chris and is originally from Chicago, Illinois with business experience as a Marketing/Sales Manager with Omron Electronics, Inc. Mr. Kulawiak relocated to the Big Island in 2000 and has held strategic roles in Marketing/Sales and Operations Management with major building supply companies in the Hawaiian Islands. Mr. Kulawiak will handle sales for Kailua-Kona and North Kohala.

Kawehi Stevens resides in Hilo and will handle sales in East Hawaii. Mr. Stevens managed Transhawaiian on the Big Island and most recently was a radio media salesperson for Big Island Radio Group. He is an event promoter and talent agent working with "Augie T" and "Bruddah Smitty".

Visitor Magazines has also added two new Account Executives to the Oahu Sales Team, Darla Isales who sold for MidWeek, the Honolulu Star-Bulletin and Hawaii's military newspapers and Linda Kuo, recent graduate of Boston College and newcomer to the advertising industry. They will join forces with Visitor Magazines veteran Naomi Hazelton in an effort to target the competitive Oahu market.

Due to the expanding successful growth of Visitor Magazines, a new position of Director of Operations was created. Chris Morakis of Kahului recently accepted this position as of August 1st and works out of the Wailuku corporate office. Mr. Morakis obtained his degree in Chemistry from the University of North Carolina in 1981 and furthered his studies under a DAAD (Deutsche Akademishche Austausch Dienst) Scholarship at the Georg August Universitaet in Goettingen, Germany. A Maui resident since 1988 and formerly employed for 15 years by the Maui Pineapple Co. in various positions, Mr. Morakis culminated his career as their Quality Control Manager.

Visitor Magazines currently publishes four magazines for the Hawaiian Islands. These are *Maui Visitor*, *Kauai Visitor*, *Big Island Visitor* and *Oahu Visitor*. Each magazine provides information on dining, golf, activities, shopping, art, maps and real estate, as well as monthly TV listings specific to the respective island. The magazines are free to visitors and are found in most hotels, condos and magazine racks at airports and other visitor oriented locations around the islands. They are also handed out by greeters at Kahului, Kona, Lihue and Honolulu airports and in Waikiki 7 days a week.

For further information please contact Julie Nelson at 808.937.6461.

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