



CONTACT:
Margo Harumi-Mau Bunnell
For Waikoloa Beach Resort
808-886-8822
mmau@waikoloaland.com

**Queens' MarketPlace at Waikoloa Beach Resort
Continues to Expand with Seven New Tenants**

WAIKOLOA, Hawaii – Waikoloa Beach Resort -- a 1,350-acre resort on the Kohala Coast of Hawaii Island -- introduces seven new tenants to its expanding collection of boutiques, galleries, shops and services at Queens' MarketPlace. Volcom opened its first Big Island store at Queens' MarketPlace in early October and will soon be followed by Crocs, Hearts & Stars Salon & Day Spa, Mahina, Lava Light Galleries, Hawaiian Fish 'n Chips and Waikoloa Dental Clinic.

“Queens' MarketPlace at Waikoloa Beach Resort has grown exponentially in the past few years, seeing a rise in both tenants and visitors, which renews excitement in the area,” said Scott Head, Vice President of Resort Operations for Waikoloa Beach Resort. “Overall, we've experienced a significant and consistent increase in sales which encourages new stores to see Hawaii Island as a potential market. Year to date retail sales have increased 32% on a square foot basis when compared to the same period in 2009.”

“The momentum of our current leasing activity is unprecedented in recent years. The economic impact of this growth trend affects not only Queens' MarketPlace and Waikoloa Beach Resort but strengthens the base from which the entire island benefits.” added Head.

Since opening in 2007 with Starbucks as its first tenant, Queens' MarketPlace has become the personification of the tagline “the gathering place of the Kohala Coast”. This 116,000 square feet center has a broad spectrum of year round family friendly events, live entertainment and a lineup of fantastic shops & restaurants in a beautifully

landscaped setting which bring a bevy of customers from around the island. Visitors and kama'aina are drawn to Queens' MarketPlace as their favorite place to shop, dine and simply enjoy themselves. The addition of these seven new tenants further broadens its base and strengthens its position in the market.

Overall, tourism to the entire Hawaii Island has also increased, which creates an additional demand and higher lodging occupancies throughout the Resort. Waikoloa Beach Resort's hotel, condo and timeshare properties have collectively attracted the lion's share of the increased tourism to Hawaii Island and more and more visitors are looking at Waikoloa Beach Resort as an ideal destination.

With national retailers and restaurants including PacSun, Quiksilver, and Romano's Macaroni Grill as well as local hotspots and businesses such as Persimmon, Ippy's Hawaiian BBQ, Ocean Sports, and Sansei Seafood, Steak & Sushi Bar, Queens' MarketPlace is a one-stop-shop for islanders.

Rising majestically from the Pacific Ocean, Waikoloa Beach Resort offers breathtaking views of one of the world's most extraordinary and diverse destinations in Hawaii. With luxurious amenities that impress even the most discerning traveler, this complete destination resort offers over 3,000 accommodations which include hotel, condo, single family and timeshare units, championship golf at the Beach Course and Kings' Course, a variety of shopping experiences including Queen's Marketplace and cultural immersion through self-guided petroglyph trail journeys and interactive Hawaiian entertainment.

For more information, visit www.QueensMarketPlace.net or call 886-8822.

###