

FOR IMMEDIATE RELEASE
January 12, 2005

**HAWAI'I SHOWCASED ON *THE GOLF CHANNEL* THIS SATURDAY
One-Hour Show Highlights Islands' Golf, Appeal to National Audience**

HONOLULU – All the charms that Hawai'i offers travelers, especially golfers, will be the focus of a national TV program this Saturday on *The Golf Channel*.

Titled, "*Hawai'i. Golf Adventures in Paradise*," the special one-hour broadcast is airing **January 15, starting at 10:30 p.m. Eastern Standard Time (5:30 p.m. Hawai'i)**, in nearly 70 million households nationwide, as well as in Canada, Asia, United Kingdom, and Scandinavia. The program is equal parts golf and travel with 100 percent of the emphasis on Hawai'i and its appeal to vacationers.

"Viewers will see the diversity and quality of golf and vacation adventures they can enjoy in the islands," said John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau. "It's the perfect message at the perfect time of year to show the golf travel market everything that Hawai'i has to offer."

Hosted by Mark Roling, *NBC Sports* golf analyst and TV host of *Golf Hawaii*, the show will take viewers on an island-by-island travelogue of Hawai'i, showcasing its award-winning golf courses, world-renowned resort areas, spectacular natural beauty, arts and culture, and array of outdoor activities and attractions.

Also included will be travel and historical vignettes by local TV personality Emme Tomimbang, highlights of great moments in Hawai'i golf history, and comments from touring pros like Tiger Woods, David Toms, and Annika Sorenstam.

Hawai'i. Golf Adventures in Paradise is one component of "*Aloha Swing*," the unprecedented month-long spotlight of Hawai'i on *The Golf Channel* during January.

Aloha Swing includes more than 100 hours of programming highlighting golf in the islands, featuring 50 hours of live, prime-time on-site broadcasts, including the network's popular *Sprint Pre Game* and *Post Game* shows hosted by Kraig Kann.

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The Hawai'i-themed programming is centered around the four pro golf events that tee off the year in the islands: the PGA TOUR's Mercedes Championships on Maui, and Sony Open in Hawaii on O'ahu, and the Champions Tour's MasterCard Championship on Hawai'i's Big Island, and the Turtle Bay Championship on O'ahu.

Hawai'i is a 365-day-a-year golf experience offering 80 championship quality courses statewide in some of the world's most beautiful tropical settings. According to *Golf Magazine*, eight of the nation's top 25 golf resorts are located in the islands. No other state has more than two resorts listed. Each year, Hawai'i plays host to six professional golf tournaments in the islands, known as the Aloha Season.

For information about Hawai'i, The Islands of Aloha – visit HVCB's Web site at GoHawaii.com or call 1-800-GOHAWAII.

PROGRAM SUMMARY

TITLE: *Hawai'i. Golf Adventures in Paradise*
NETWORK: *The Golf Channel*
DATE: Saturday, January 15
TIME: 10:30 p.m. Eastern Standard Time (5:30 p.m. Hawai'i)
LENGTH: 60 minutes
HOST: Mark Roling

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