

## NEWS RELEASE



FOR IMMEDIATE RELEASE

Tuesday, February 17, 2009

### **ISLAND AIR and COFFEES OF HAWAI'I: LOCAL COMPANIES PARTNER TO RIDE OUT TOUGH ECONOMY**

HONOLULU – Island Air and Coffees of Hawai'i have established a new partnership to help each other through tough economic times. Beginning March 1, Island Air will serve its passengers coffee made exclusively by Coffees of Hawai'i. The agreement helps both companies reduce costs through cross-promotion, thus expanding each business's market.

With plantations and farming partners throughout the islands and Nicaragua, the Kualapu'u-based Coffees of Hawaii calls Moloka'i its home. There, its local island employees work its plantation, and harvest, process and roast all their coffees. They also provide daily tours, and run an espresso bar and gift shop for visiting tourists and locals. Island Air's morning passengers will enjoy Coffees of Hawaii's fresh roasted local blends, each comprised of locally grown beans from one of its Hawai'i plantations, as well as flavored coffees such as Vanilla Macadamia Nut and Toasted Coconut. Flight Attendants have been busy preparing for the new service by spending time at the Moloka'i plantation where Coffees of Hawai'i has been conducting special tours to educate them on the art of cultivating and roasting their specialty coffee.

Island Air's Chief Operating Officer, Les Murashige said, "We are excited about our new partnership with Coffees of Hawaii because during these tough economic times, this relationship will help strengthen both companies. We are also proud to partner with a rural community business and we intend to work closely with them to support local business and bring about mutual benefits for both Coffees of Hawaii and Island Air."

Coffees of Hawai'i's Sales & Operations Manager, Maria Holmes commented, "We are honored that our specialty coffee is becoming part of Island Air's passenger experience and believe that the quality in the cup will enhance their flight experience, as well as bring greater recognition and awareness to the island of Moloka'i and our coffee."

Island Air is Hawai'i's leading regional carrier, serving airports on all major Hawaiian Islands. The airline now offers 384 weekly flights between the islands of O'ahu (Honolulu International Airport), Maui (Kahului Airport and West Maui's Kapalua Airport), Moloka'i (Ho'olehua Airport), Lana'i (Lana'i City Airport), Kaua'i (Lihue Airport), and the Island of Hawai'i (Hilo International Airport and Kona International Airport). For reservations, flight information, and free membership in Island Air's Cloud 9 Customer Rewards Program, visit [www.islandair.com](http://www.islandair.com).

Coffees of Hawai'i – [www.coffeesofhawaii.com](http://www.coffeesofhawaii.com)

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