



HAWAII KAI
CORPORATION

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October 14, 2008

Hawaii Kai Corporation Recognized by the U.S. Department of Commerce with Export Achievement Award

Hawaiian Premium Sea Salt Company is honored for its international success.

SAN DIEGO, CA.-- Hawaii Kai Corporation, producer of premium gourmet sea salts, today announced it has been named a recipient of the United States Department of Commerce Export Achievement Award. In a ceremony taking place in Honolulu, Hawaii Kai President and CEO George Joseph was presented this national commendation by Hawaii's Lieutenant Governor, James "Duke" Aiona, and John Holman, director of the Pacific Islands' office of the U.S. Commercial Service. The award recognizes organizations that have partnered with the Department of Commerce to successfully enter into the international marketplace and contribute to the United States' ability to compete in a global marketplace.

In the past year, Hawaii Kai joined the Hawaiian Export Assistance Center in participating in their trade mission to Taiwan and Macau. This participation allowed Hawaii Kai to gain new Taiwanese distribution for their products and raise awareness of Hawaiian products throughout the region. In addition to sea salt sales in Taiwan, Hawaii Kai has also exported to Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK.

"We are honored and very grateful for this recognition," commented Mr. Joseph while accepting the award. "The U.S. Department of Commerce Export Center has been an invaluable partner to Hawaii Kai Corporation as we have worked to expand the worldwide awareness of our Hawaiian products and preserve the unique legacy of salt production on the island of Molokai."

About Hawaii Kai Corporation:

Hawaii Kai Corporation was founded in 2003 on the tiny island of Molokai, where the craft of salt-making has been practiced for centuries. Building on this tradition, Hawaii Kai has developed breakthrough processes and technologies with the goal of revolutionizing the art and science of gourmet sea salts. The company produces the world's finest Hawaiian sea salts, distributing them to both retail and commercial

customers in the United States and abroad under the brand names of Soul of the Sea®, Molokai Gourmet™, Hawaii Kai Gourmet™, and Palm Island Premium™. For more information about the company and its products, visit www.HawaiiKaiCo.com