

Resort Contact: Keoki Wallace

Turtle Bay Resort
Phone 808.293.6023
kwallace@benchmarkmanagement.com
www.TurtleBayResort.com

Turtle Bay Resort
57-091 Kamehameha Hwy
Kahuku, HI 96731
Phone 808.293.6000
Fax 808.293.9147

Agency Contact: The Limtiaco Company

928 Nu'uuanu Ave, Suite 400
Honolulu, HI 96817
Phone: 808.535.9099
www.TheLimtiacoCompany.com



Press Release

Turtle Bay Resort announces its Third Annual Seafood Festival

Kahuku, HI, August 28, 2007: Benchmark Hospitality International at Turtle Bay Resort is pleased to announce the schedule for its 3rd Annual Seafood Festival, set for Friday, October 12th and Saturday, October 13th, 2007. The headliner for this year's event is the local (North Shore O'ahu) boy made good, the one and only, world famous, Chef Sam Choy. Also participating again this year is the world famous North Shore Shrimp Trucks. Special events this year also include two fundraising events for specific North Shore O'ahu needs: one for the Kahuku Library and the other for the Kahuku Hospital. Orchestrating this year's event is the staff of Turtle Bay Resort's Executive Chef Hector Morales, whose services in the past have included Banquet Chef for the King of Norway. As if that was not enough, other top Professional Chefs and non professional competitors from O'ahu and throughout the other islands of Hawaii will be on hand, supplying an invariable who's who of the state's exceptional professional and non professional culinary talent, making this the one event of the year not to miss!

This year's schedule will be as follows:

Friday, October 12th : Taste of the North Shore Shrimp Trucks

Friday evening, October 12th, at 6:30 pm, Turtle Bay Resort will open its doors to the beginning night of its Seafood Festival. All along the world famous North Shore one finds Shrimp Trucks, a special treat of the North Shore. This is the one and only event where you can actually "taste" from each truck, for one admittance price. Benchmark Hospitality International at Turtle Bay Resort this night

For Immediate Release

has commitments from Macky's, Fumi's Kahuku Shrimp & Seafood, Honu's, Famous Kahuku Shrimp, Giovanni's Shrimp Truck, Romy's Kahuku Prawn & Shrimp Hut, Big Wave Shrimp and Aloha Shrimp, 8 of the famous North Shore Shrimp trucks, each of which will provide a unique "specialty". Added to this will be 3 top selections from Sam Choy's Big Aloha Brewery, one of the few "local" breweries in the islands, specializing in providing the best that the islands can offer to the locals. Music for this first evening is provided by the local Hawaiian favorite band, Kawao. Ticket price is \$35 per person and are available beginning September 1, 2007 at the Turtle Bay Resort Concierge Desk. Tickets will also be available at the door the night of the event.

This event will also include a silent auction, proceeds of which will be donated to the Kahuku Library for their Bookmobile Project. During the year, Benchmark Hospitality International employees accumulate memorabilia from famous guest, suppliers, etc., to sell at a "silent auction", for the Kahuku Library. This is the third year of this effort and we are expecting to be able to raise enough funds to complete the purchase of the Bookmobile with what is being offered for auction this year.

Saturday, October 13th : Sam Choy Poke Contest

Saturday morning, October 13th, will begin at sunrise, with the Sam Choy Poke Contest. Poke, the Hawaiian word for "cube", refers to "chunks" of raw fish, mixed with everything from shoyu to sugar, and from garlic and onions to the hottest peppers of the Far East. Professional and non professional chefs from around the world are invited to compete in this contest, with a Top Professional Cash Prize of \$1,200 plus gifts and a Top Amateur Cash Prize of \$1,000 plus gifts. Contestants will start working their magic at 6:00 am. Judges will meet and get final instructions at 9:00 am. At 10:30 am, doors will open to the public. At 10:45 am, Sam Choy and Emcee, Kimo Kahoanao will welcome guests. At 11:15, they will then conduct a "Celebrity Poke Challenge. Winners will then be announced at 11:45 am, with the event closing by 1:00 pm.

Saturday, October 13th : The Sam Choy Invitational Golf Tournament at Turtle Bay Resort

Saturday afternoon, October 13th, at 12:30 pm, the links at Turtle Bay Resort, the world famous Arnold Palmer course, where the PGA Champions Challenge and the LPGA SBS Open is held every winter, will host the Sam Choy Invitational Golf Tournament. This event is scheduled to be a "shotgun"

celebrity event, where individuals can purchase "slots" to golf with local chefs and celebrities. All net proceeds will be donated to the local Kahuku Hospital, to assist in ensuring that the local residents, surfers and other visitors to the famous North Shore have adequate emergence services available. Information on bidding for positions will be forthcoming.

Saturday, October 13th : Chef's "Seafood under the Stars"

Saturday Evening, October 13th, at 6:30 pm, Benchmark Hospitality International is please to introduce a new addition to the Seafood Festival, the Chef's "Seafood under the Stars". This event, under the directions of Chefs Sam Choy and Hector Morales, will comprise of "food stations" manned and operated by an exclusive number of top chefs, including Executive Chef, Hector Morales, Turtle Bay Resort, Chef John Armstrong, Chef de Cuisine of 21 Degrees North, Chef Rodman Machado, Chef de Cuisine of Palm Terrace, world renowned Chef Sam Choy, Fred DeAngelo, Chef of Ola Restaurant and Sansei Chef D.K. Kodama, of DK Steakhouse. Music for this event is provided by the local Hawaiian favorite band Ka'ala Boys. Ticket price is \$75 per person and are available beginning September 1, 2007 at the Turtle Bay Resort Concierge Desk. Tickets will also be available at the door the night of the event.

This event will also include a silent auction, proceeds of which will be donated to the Kahuku Library for their Bookmobile Project. During the year, Benchmark Hospitality International employees accumulate memorabilia from famous guest, suppliers, etc., to sell at a "silent auction", for the Kahuku Library. This is the third year of this effort and we are expecting to be able to raise enough funds to complete the purchase of the Bookmobile with what is being offered for auction this year

Special Packages

Turtle Bay Resort is pleased to offer a package price to include two nights at Turtle Bay and tickets to the events, all at one special price. For all the package details, go to www.TurtleBayResort.com.