

NORTH SHORE, OAHU, HI (June 1, 2004)—Turtle Bay Resort is the visually sumptuous site for a new television series set to launch on June 14 at 8:00 p.m. (7:00 p.m. central) on the Fox Television Network. The resort, chosen for its spectacular location on a promontory surrounded by two bays, is the only full-service resort hotel on the North Shore of Hawaii's island of Oahu.

World-renowned for the prodigious, awe-inspiring waves that attract surfers from throughout the world, the North Shore will now become a household word as Fox introduces viewers to the lives, loves and entanglements of the guests and staff of a resort hotel to be known as the "Grand Waimea."

Walea Constantinou, film commissioner of the Honolulu Film Office, stated, "It is through strategic partnering with businesses like Turtle Bay Resort that we are able to generate visibility, marketing and new jobs for Oahu and, in this instance, for the North Shore in particular. With the average expenditure of any television series being about \$20 million per year, it stands that Hawaii will enjoy great economic benefit as a result of this series."

Abid Butt, managing director of Turtle Bay Resort, stated, "It naturally offers a special challenge when a bustling production crew is filming on our property; but we have a great relationship with the North Shore producers and crew. By using Turtle Bay as a base, they were able to avail themselves of our spectacular location to capture North Shore ambiance in their pilot. Now that the show has been accepted by Fox, a hotel set in-studio has been designed for future shootings of interiors. But we will still be welcoming North Shore as they capture the outdoor visuals that can only be seen from our resort location."

Turtle Bay Resort sits on a promontory on Oahu's North Shore, surrounded by two large bays, one of which offers a steady delivery of waves that are regularly surfed by the "locals," providing endless entertainment for guests at the pool and outdoor restaurant. It was in part due to \$60 million worth of recent upgrades to the 880-acre resort that it was selected as a viable site for the filming of the North Shore pilot.

Turtle Bay Resort has a history of supporting the film industry. The property was involved with films and television programs such as *The Big Bounce*, *Blue Crush*, *The Break*, *Baywatch Hawaiian Wedding* and *Godzilla* (directed by Roland Emmerich who has just released *The Day After Tomorrow*).

Located on the North Shore of Oahu, the 880-acre Turtle Bay Resort recently completed \$60 million in renovations. Managed by Benchmark Hospitality International, the resort's accommodations include a 401-room hotel and *The Beach Cottages* at Turtle Bay Resort, 42 luxurious, beachfront cottages.

The resort has five miles of beachfront that include Kawela Bay, Kuilima Cove and Turtle Bay.