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Press Release

LOST Season 1 DVD Release at Turtle Bay Resort receives Top Award from Event Marketer Magazine

Kahuku, HI, May 8, 2006: Event Marketer magazine today announced the winners for the 2006 Ex Awards with the LOST Season DVD Release event held at Turtle Bay Resort taking the top award, the coveted Ex Award, for the Best Press Event in the Consumer/Mass Media division.



The event was a massive undertaking for Buena Vista Home Entertainment. Under the direction of Paradigm Shift Worldwide, the agency hired to produce the event, hundreds of media executives members were flown to Honolulu and then driven to the Turtle Bay Resort. Upon arrival at the resort, they each received a travel itinerary for a fictitious Oceanic Airlines flight, which was actually a tram ride that took

them to the crash site in the jungle at one of the sites used in the filming of the popular television show. Live boars in cages added to the piped in jungle sounds, creating a truly “LOST” atmosphere.

The creative talents of the Turtle Bay Resort’s employees were put to good use. “It was a challenge to take the resort tram and turn it into an airplane”, said one of the staff. “But we had a lot of fun doing it”.

A broken piece of the plane’s fuselage, like that used in filming “LOST”, served as the backdrop for a band called Sludge, which played Rolling Stones’ hits, which proved to be ironic since the Rolling Stones World Tour Press Event was 1st runner up to the LOST Season 1 DVD Release Event, taking the Gold Award. The LOST 1 DVD Release Event at



Turtle Bay Resort generated 159 million impressions and the release became the 2nd highest TV on DVD seller of the year.

For Release May 8, 2006

In just four years, the Ex Awards have become the event industry's greatest symbol of recognition. It is the only award program focused 100 percent on event marketing and it is judged entirely by brand-side marketers. This year's Ex Awards drew more than 500 entries from around the world. The Ex winners as well as the Gold and Silver awards for each category were honored at the annual Ex Awards Gala on May 8th at the Adler Planetarium in Chicago.

Located on the North Shore of Oahu, the 880-acre Turtle Bay Resort is operated by Benchmark Hospitality International and is a Preferred Hotels® & Resorts Worldwide property – a collection of the world's finest independent luxury hotels.

Famous for world-class surfing, pristine white sand beaches, and its charming country setting, the North Shore also offers colorful cultural attractions, innovative ecological endeavors, and environmental adventures.