



FOR IMMEDIATE RELEASE (April 29, 2010)

JAMS WORLD® TO JOIN THE SHOPS AT MAUNA LANI

Kohala Coast, Hawai'i – The Shops at Mauna Lani today announced the addition of world-famous, leisure lifestyle fashion company Jams World® to its family of merchants. The new, 2,740-square-foot bespoke flagship store will be the first of its kind on the Big Island and will open in early May.

“I can tell you personally that Jams World makes some of the most comfortable clothes I have ever worn,” said Bill Borkan, owner of The Shops at Mauna Lani. “This is a Hawaii-based company that is a great addition to The Shops at Mauna Lani.”

Jams World® started in 1964 by David Rochlen in Honolulu with Jams® shorts. Their appeal as a surfing lifestyle item landed David and a group of his surfing buddies a two-page spread in Life Magazine in June 1965. Phenomenal demand for the brand followed as Jams World revolutionized the surfing fashion world with fun, colorful, unique shorts that soon became an international craze.

The brand range has grown to encompass fashionable boardwear, cruisewear and apparel. Alongside the company's dynamic range of classic shorts are highly contemporary and collectible dresses, shirts and accessories.

Jams World® prides themselves in the quality of their products. All are made in Hawaii, not imported, using the finest spun crushed Japanese Rayon. The vibrant and colorful art-prints live up to the company's motto: “Color, Freedom, Difference & Love”.

“Over the years, we've worked hard to develop a keen sense of who we are and what we want to be. We are art-driven and demand of our products the highest standard of beauty, uniqueness, quality and service. Jams World® has truly become one of the beach and resort apparel industry's true leaders,” said Pua Rochlen, President of Surf Line Hawaii, Ltd.

About The Shops at Mauna Lani

The Shops at Mauna Lani is the premier destination on the Kohala Coast for live island music, world-class shopping and fine dining. Restaurants include Tommy Bahama's Bar & Restaurant, Ruth's Chris Steak House and Monstera. The Shops is also home to Hawaii's most distinct art galleries, including Peter Lik

Gallery, Third Dimension Gallery and Lahaina Galleries, as well as popular merchants such as Oasis Lifestyle and Foodland Farms gourmet market.

For more information call (808) 885-9501, visit www.shopsatmaunalani.com or follow on Twitter ([@TheShops](https://twitter.com/TheShops)).

Media Contact:

Todd A. Vines

Gilbert & Associates

P 808.871.6230 ext 15

F 808.871.9187

todd@gilbertadvertising.com