

FOR IMMEDIATE RELEASE (February 24, 2010)

THE SHOPS AT MAUNA LANI ADDS KIMOBEAN ESPRESSO BAR AND CAFÉ

Kohala Coast, Hawai'i – The Shops at Mauna Lani today announced the addition of a new espresso bar and café. KiMOBEAN, set to open in early summer, will serve premium coffees from select estate farms on Kona, Maui, Molokai and Kauai.

In addition to fresh drip brew coffee, KiMOBEAN's menu will include a full complement of espresso drinks, coffee freezes and other specialty drinks. KiMOBEAN's food offerings will include locally baked and made pastries, sandwiches and desserts.

“KiMOBEAN's dedication to Hawaii, the Aloha Spirit, and a superior cup of coffee perfectly compliments The Shops at Mauna Lani experience,” said Bill Borkan, owner of The Shops at Mauna Lani. “This level of attention to the art of coffee, served with Aloha, is grounds for celebration.”

The announcement comes on the heels of the addition of two new restaurants – Monstera, an “izakaya-style” Japanese eatery which is already creating island buzz, and Juice 101, a casual food, juice and smoothie bar slated to open in March – and “The Great 4-D Movie Ride,” Hawaii's first and only 4-D theater, which opened in late 2009.

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 and Ruth's Chris Steak House. 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).

About KiMOBEAN

KiMOBEAN Hawaiian Coffee is a dynamic local company that has been operating espresso bars and cafes in Hawaii since 1993. KiMOBEAN currently has seven stores on Oahu and the Big Island. For more information visit www.kimobean.com.

#

Contact: Todd A. Vines | Gilbert & Associates
V: (808) 871-6230 | F: (808) 871-9187
E: HYPERLINK "mailto:todd@gilbertadvertising.com"
todd@gilbertadvertising.com