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## **MEDIA ADVISORY**

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### **RARELY SEEN PHOTOS OF FAMED AVIATRIX AMELIA EARHART TO BE EXHIBITED AT THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT**

**WHAT:** Amelia Earhart at The Royal Hawaiian – A Collection of Recently Discovered Photos from Matson Archives

**WHEN:** July 24, 2010 till the end of the year (July 24 marks the anniversary of Amelia's birthday in 1897)

**WHERE:** Coronet Lounge at The Royal Hawaiian, a Luxury Collection Resort

The Royal Hawaiian, a Luxury Collection Resort has partnered with Matson Navigation Archives to present a collection of recently discovered and rarely seen photographs of aviatrix Amelia Earhart, documenting her time in Hawai'i from December 22, 1934 to January 12, 1935 and March 18 – 20, 1937. The opening of the exhibit coincides with the anniversary of her birthday on July 24. The photos will be on display in the resort's Coronet Lounge until the end of the year. The collection includes 65 black and white photographs that document Amelia Earhart and her Lockheed Vega, a red high wing monoplane (identification on wing NR-965-Y) on Matson Lines S.S. Lurline passenger ship and in Hawaii.

Earhart and her Lockheed Vega were transported on the S.S. Lurline from Los Angeles to Honolulu December 22, 1934 and arrived in Honolulu at Aloha Tower five days later on December 27 with her husband George Putnam and technical expert Paul Mantz. Although she was planning her solo flight across the Pacific from Honolulu to Oakland, the aviatrix also vacationed in Waikiki and was photographed relaxing at The Royal Hawaiian, having tea in a kimono robe and even sharing a pineapple with Duke Kahanamoku.

Matson Navigation Company was instrumental in the development of tourism to Hawaii and the South Pacific. A fleet of Matson Lines cruise ships, the most famous being the S.S. Lurline, traveled from the mainland to Hawaii from the 1920s to 1960s. Matson built The Royal Hawaiian so luxury accommodations were both available afloat and ashore. Matson photographers took thousands of snapshots of the celebrities who traveled on its ships and vacationed in Waikiki. Amelia Earhart happened to be one of those celebrities on the Lurline, with her Lockheed Vega in December 1934.

Matson Navigation Company Archives encompass a vast collection of photographs and artwork from Matson Lines passenger and hotel era, 1920s to 1960s.

The famed “Pink Palace of the Pacific” has set the standard for luxurious and glamorous travel for more than 80 years. The Royal Hawaiian, a Luxury Collection Resort, the hotel that mesmerized Hawaii’s early travelers, re-opened its doors as Waikiki’s most fashionable destination on January 20, 2009. Emerging from a multimillion-dollar re-imagination with a radiant new face and an entirely new attitude, The Royal Hawaiian offers discerning travelers a redefined luxury experience filled with rich tradition, customized services, exclusive settings and amenities, as well as the brand new Azure restaurant and rejuvenating Abhasa Spa.

Kyo-ya Hotels & Resorts LP owns the Sheraton Waikiki Resort, the Sheraton Princess Kaiulani, The Royal Hawaiian, A Luxury Collection Resort, the Moana Surfrider, A Westin Resort & Spa, and the Sheraton Maui Resort & Spa. Kyo-ya Hotels & Resorts LP is one of Hawaii’s largest employers, with nearly 3,000 hotel associates in its workforce. The hotels are a part of the 11-hotel group of Starwood Hotels & Resorts-managed properties in Hawaii.

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the islands’ best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit [www.starwoodhawaii.com](http://www.starwoodhawaii.com).

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)

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