

## PACIFIC BUSINESS NEWS

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### Island Princess expands to Japan

Pacific Business News (Honolulu)

The Honolulu gourmet macadamia confectioneer **Island Princess** will open a sales office in Japan on July 1, the company said Thursday.

The family-owned business, whose best-known product is Mele Macs, called the opening of a Tokyo sales operation a major business expansion that was begun in January. Yukari Goto, a veteran of managerial sales posts with the souvenir retailer **Travelers Corp.**, will oversee the operation.

"After 15 years of doing business in Japan, we are very excited to establish a physical presence there," said Michael Purdy, president of the company. "It is our goal to bring enhanced service and communication to our Japanese customers."

Purdy, a dentist by training, says Island Princess will focus on expanding its existing travel and catalog business while also opening new markets in the general consumer retail segment in Japan. The company will explore opportunities with TV shopping networks, Japan shopping clubs and the rapidly expanding use of Internet sales in Japan.

The expansion program also includes a five-year macadamia nut purchase agreement with **ML Macadamia Orchards** beginning in 2007, capital improvements to the company's Big Island processing facility and entrance to new markets in Asia and the U.S. mainland.

The company also owns and operates a 1,100-acre macadamia nut orchard on the Big Island of Hawaii and a winery in Oregon.

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