



ISLAND
PRINCESS

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FOR IMMEDIATE RELEASE:

Delicious Whales and Dolphins for the Discriminating Gourmet

HONOLULU, Hawaii (February 21, 2007) – Island Princess Macadamia Co. has just released their latest gourmet confection of luscious custom-blended chocolate covered macadamia nuts in the playful shapes of Humpback Whales and Hawaiian Dolphins.

The molded chocolate whales and dolphins are packaged in a unique holographic gift box with life-like artwork that creates an impression that these unique creatures of the sea are in motion. Both the whales and the dolphins are available in 4-oz. gift boxes containing eight pieces in each box. The gift boxes will be available beginning March 1, 2007 online at www.islandprincesshawaii.com and selected retail stores. The suggested retail price is \$2.99.



Dr. Michael Purdy, President and CEO of Purdyco Intl. Ltd., the parent company of Island Princess explains his decision to create such a new and innovative style of packaging. "Island Princess is a leader in the Chocolate Macadamia Nut business so we wanted to come up with a bold, daring and very unique package style that we believe is the first of it's kind to be used by any chocolate company."

Island Princess is well known in Hawaii as an innovative manufacturer of premium macadamia nuts, fine chocolates and gourmet confections. The company also owns and operates a 1,100-acre macadamia nut orchard on the Big Island of Hawaii and a winery in Oregon. Island Princess operates under registered brand names: Island Princess, Island Princess Macadamia Nut Company, Island Princess Wines, Hawaiian Princess and Club Hawaii in Hawaii, Japan and China. For more information on Island Princess products, call (808) 839-5222, or visit their website at www.islandprincesshawaii.com.

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