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**KAHALA MALL PARTNERS WITH SONY OPEN
TO TEACH HEALTHY LIVING**

Honolulu – Kahala Mall, East Oahu's place to eat, shop and play, today hosted four PGA TOUR golfers who are playing in this weekend's Sony Open in Hawaii tournament as they shared their personal stories and taught a group of excited elementary school students about living healthy and being active.

"The PGA TOUR and Friends of Hawaii Charities have rich histories of giving back to the community," said Jessi Everett, Kahala Mall marketing manager. "We are proud to be a part of this effort to get our keiki interested in a sport that will help keep them active and healthy."

The professional golfers, including Michael Bradley, Bobby Gates, David Mathis, and Matt Bettencourt, led a group of approximately 50 4th and 5th grade students from Kahala Elementary School in stretching and warm up exercises. The students then learned proper putting techniques from the pros while they all played on mini putting greens at Kahala Mall's Center Court. During the event the Sony Open pros awarded the students autographed Sony Open caps and posters for "hole-in-one's" and answering trivia questions correctly. At the end of the event students enjoyed healthy snacks provided by Jamba Juice and Whole Foods Market.

"We appreciate the overwhelming support the Sony Open has received from the local community and abroad," said Ray Stosik, tournament director, Sony Open in Hawaii. "In just 13 years, the Sony Open has raised more than \$11 million for local non-profit organizations with the support of its charity partner, The Harry & Jeanette Weinberg Foundation. Today's event was an excellent opportunity for these pros

to spend time in the community and make a real difference in the lives of our children.”

About Kahala Mall Center

Shop unique, funky, one-of-a-kind boutiques, specialty food shoppes and restaurants. Enjoy the latest films or indie movies in the theatres, or simply stop and enjoy one of the many community events. Kahala Mall is located in East O’ahu near Diamond Head, just minutes from Waikiki. The mall is open Monday – Saturday from 10:00 a.m. to 9:00 p.m. and Sunday from 10:00 a.m. to 6:00 p.m. For more information about Kahala Mall Center, call 808.732.7736 or go to www.kahalamallcenter.com.

About the Sony Open

Each January the Sony Open in Hawaii attracts 144 of the world's greatest golf professionals to the Waialae Country Club on the island of Oahu. In just thirteen years, the Sony Open has emerged as a leader in charitable giving in the state. With a significant start of generating \$256,000 for 43 charities in 1999, tournament charity proceeds now surpass the \$1 million mark annually benefiting more than 100 not-for-profit organizations.

About Friends of Hawaii Charities

Friends of Hawaii Charities, charity sponsor of the Sony Open in Hawaii, is a federal 501(c)(3) public charity incorporated in 1998 to benefit not-for-profit organizations serving Hawaii’s children, youth, women and needy. Over the past eleven years, Friends of Hawaii Charities, Inc., together with Sony Open charity partner, The Harry and Jeanette Weinberg Foundation, Inc., has raised and distributed more than \$11,000,000 to over 350 not-for-profit organizations. For more information, visit www.friendsofhawaii.org.

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