



## ISLAND RESIDENCES REDEFINE LUXURY THROUGH GREEN DESIGN

**Makena Maui, Hawaii (March 21, 2007)** – Forging new territory in Hawaii’s housing market, an upscale community development on Maui marks Hawaii’s first residential project to include extensive “green” design features. Called *Maluaka*, this unprecedented development brings the broad appeal of environmental sensitivity into the influential luxury market to combine sophistication with healthy living.

Located on Makena Bay in South Maui, the 11-acre *Maluaka* community has an incomparable location that commands sweeping views of Molokini Crater, Lanai and Kaho’olawe islands. *Maluaka* will comprise 69 elegant residences with prices beginning at \$4 million. Dowling Company Inc. is infusing this remarkable development with measures that benefit condominium owners’ health and preserve the island’s exceptional beauty and fragile eco-system.

“This project offers an extraordinary opportunity to live in an innovative community,” says developer Everett Dowling. “In addition to the advantages associated with this spectacular island resort destination, owners and their children will enjoy healthier living spaces and join the growing movement toward choices that reduce environmental impacts.”

During the past year, environmentally responsible practices gained national acclaim as articles in *Vanity Fair*, the *New York Times* and the *Wall Street Journal* touted their virtues.

In a recent (August 13, 2006) *New York Times* story entitled, “It’s Getting Easier to Be Green,” developers said they are building green because they believe in it, but they also expect to gain a competitive edge. “If faced with the choice of renting or buying two similar apartments, the developers say, consumers increasingly will opt for the one with green features, even if it comes at a higher price.”

Green developments reduce exposure to toxins, provide value through high-quality, long-lasting construction, and help to preserve the environment for future generations. By incorporating sustainable measures into the Makena Bay project, Dowling Company places *Maluaka*’s owners and investors among the first to capitalize on this trend in the arena of high-end residential developments.

At *Maluaka*, owners will receive membership in a private club that offers golf course privileges, a restaurant, spa, pool, fitness area and social clubhouse. But the project’s extensive amenities are only part of the picture.

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Inspired to create an authentic Hawaiian experience at *Maluaka*, Dowling Company is working with two respected native Hawaiian cultural leaders to develop the project. One of these leaders will become a full-time staff member at the resort to engender an atmosphere of friendship, mutual respect and “aloha” between residents and the local Hawaiian people.

Ocean activities (surfing and outrigger canoeing), guided hikes among native plants and ancient archeological sites, healing and restorative treatments, and many other manifestations of the culture will be included in the community's recreational offerings.

“The goal of *Maluaka*,” explains Dowling, “is to create a living environment that offers an atmosphere completely unique to Hawaii and which respects and supports the cultural and environmental protocols of the Hawaiians.”

The sustainable design aspects of the project support this goal through a variety of measures from land use management and storm water retention to a photovoltaic system and use of low-emitting materials.

In order to verify that the project's green measures meet high standards, *Maluaka* will obtain two levels of LEED (Leadership in Energy and Environmental Design) certification. LEED is a performance-oriented rating system for sustainable projects administered by the U.S. Green Building Council. Dowling Company has committed to achieving LEED Gold certification for The Club at *Maluaka* and a Silver rating for the residences.

Earning these LEED certifications will make *Maluaka* the first residential project in Hawaii to attain these awards.

Green Building Services Inc. is assisting *Maluaka* in achieving the LEED certifications. The company provides sustainable design consulting services nationwide and is a first-hand witness to the shift toward building and development with the environment in mind.

“Dowling Company is a forward-thinking corporation that's helping to transform the nature of private developments,” says Green Building Services principal Ralph DiNola. “*Maluaka* clearly responds to the increasing market demand for environmentally-friendly products as well as living and working spaces.”

Christine Ervin, past president of the U.S. Green Building Council and former Assistant Secretary for Energy Efficiency and Renewable Energy in the Clinton Administration, states: “It's still all too rare to see sustainable design and operations being integrated into developments like this. *Maluaka* could help turn that around. By pushing the envelope here, more and more buyers will start asking for properties that couple small environmental footprints with large amounts of personal satisfaction.”

Construction on *Maluaka* is slated to begin in spring 2007 with completion scheduled for winter 2009.

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