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**Maui Wowi Hawaiian Pops Up New Concept with Doc Popcorn
San Francisco's Pier 39 is first pilot location for new dual concept**

Greenwood Village, Colo., (September 4, 2009) – Maui Wowi Hawaiian, the only destination for authentic Hawaiian coffee and fresh fruit smoothies on the Mainland, and Doc Popcorn, an all-natural popcorn snack food retailer, have teamed up to offer healthy snack options at Maui Wowi locations throughout the country. The two companies launched the first dual concept location at the Maui Wowi Hawaiian location at Pier 39 in San Francisco.

Michael Haith, the Big Kahuna of Maui Wowi International, and Boulder, Colorado-based Doc Popcorn, created a new entity – Doc Popcorn Franchising, Inc. The agreement creates a co-marketing relationship for Maui Wowi franchisees worldwide.

“San Francisco makes perfect sense to test our new co-marketing relationship,” says Haith. “Pier 39 is internationally known as a tourist destination and retail hot spot. I can’t think of a better location to launch this new program.”

Maui Wowi Hawaiian and Doc Popcorn plan to test the dual-branded franchise business model in other test markets throughout the country. Once testing is finalized, Maui Wowi franchisees will be able to offer Doc Popcorn products at Maui Wowi locations worldwide.

“This opens up so many opportunities for current and future franchisees,” says Justin Livingston, Director of Global Franchise Development for Maui Wowi Hawaiian. “Our ‘Ohana of franchisees have been asking us to partner with another company and we feel that we have created a partnership that enhances the value of a Maui Wowi franchise and drives sales throughout our global system of franchisees through an expanded product line.

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As part of the agreement, Maui Wowi Hawaiian is offering potential franchisees the opportunity to create their own combination of Maui Wowi and Doc Popcorn locations. Under the Empire Builder agreement, a franchisee buys 10 units and can create any combination of Doc Popcorn and Maui Wowi units desired, as well as co-branded units.

Maui Wowi Hawaiian combines the best of both worlds – *coffee and smoothies*. The company serves premium Hawaiian Kona-blend coffee, espresso, cold blended coffee drinks, cappuccino, and all-natural, healthy fresh fruit smoothies at units around the world. Maui Wowi is unique in its flexibility. From event carts and concessions to fixed retail locations and mall kiosks, Maui Wowi gives franchisees complete freedom to design their career path and take control of their futures.

Doc Popcorn currently operates 11 locations in Colorado, including the Pepsi Center, home of the Denver Nuggets and Colorado Avalanche, as well as upscale shopping malls including, Flatiron Crossing, and The Cherry Creek Mall. Doc Popcorn is also available at Whole Foods in the Rocky Mountain Region. The company offers fresh popped, deliciously flavored popcorn using natural and organic ingredients. Flavors range from the original “Klassic Kettle” to Triple White Cheddar to Sinfully Cinnamon.

About Maui Wowi Hawaiian

Before the days of big Hawaiian resort hotels and fiberglass surfboards, surfers spent long, lazy days partaking in the tasty waves of the North Shore beaches. As the legends of the surfers grew, many were drawn to the healthy, carefree lifestyle of Hawaii. Now, Maui Wowi brings the Aloha Spirit to the world with its premium coffees, all-natural fresh fruit smoothies and authentic Hawaiian products. Maui Wowi operates 600 locations worldwide throughout the United States and in international markets including, Saudi Arabia, Mexico, and Turkey. For more information, visit www.mauiwowi.com.

About Doc Popcorn

Doc Popcorn is a retailer and producer of fresh natural flavored popcorn with an unyielding passion to create smiles for our customers by providing “The Greatest Snack on the Planet, Naturally.” Popped in corn oil and infused with natural and organic ingredients including real cinnamon spice, the finest cocoa, vanilla, and savory cheeses, Doc Popcorn is a better-for-you delicious snack.

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