

PRESS CONTACT:

Michelle Tripp
Maui Wowi Hawaiian
303-865-3221
mtripp@mauiwowi.com

EVERY DAY IS VETERANS DAY AT MAUI WOWI HAWAIIAN!

Company to offer double appreciation to military veterans who sign franchise agreements by November 11, 2009

GREENWOOD VILLAGE, COLO. (September 14, 2009) – Maui Wowi Hawaiian, the only destination for authentic Hawaiian coffee and fresh smoothies on the Mainland, continues its commitment to those who served in the armed forces by offering a special double appreciation discount to all military veterans who sign a franchise agreement with Maui Wowi Hawaiian by Veterans Day, November 11, 2009.

“Maui Wowi feels a deep sense of appreciation for our military veterans,” says Justin Livingston, Director of Global Franchise Development. “The sacrifice and dedication of these men and women is something to celebrate and honor. We want to ensure that our veterans are given the best possible chance at securing their own American Dream by offering them the opportunity to become part of our ‘Ohana at a low entry point.”

More than 400,000 new military veterans are created each year. Due to their training in the military, veterans are highly valued for their focus, dedication and discipline. The company currently offers Veteran discounts through the International Franchise Association’s Veterans Transition Franchise Initiative (VetFran). Maui Wowi Hawaiian veteran discounts range from 10 to 15 percent depending on the franchise package. For a limited time, the discount will increase up to 30 percent, resulting in possible savings of more than \$18,000 for deals signed by Veterans Day, November 11, 2009.

Maui Wowi Hawaiian not only offers an appreciation discount to veterans, but the company is committed to the men and women currently serving in the military. Maui Wowi has provided coffee and other products to US troops in Afghanistan and Iraq as part of its ongoing campaign to spread the “Aloha Spirit.” The company plans to continue that effort as it plans to send more 100 percent US grown, Hawaiian coffee to those fighting overseas later this year.

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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 healthy fresh fruit smoothies. Created to offer a little escape to the Hawaiian Islands each day, the company is proud of its commitment to a sense of 'Ohana and the easy, carefree lifestyle of the islands.

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 Saudi Arabia, Mexico, and Turkey. For more information regarding Maui Wowi, or to learn more about its flexible franchising opportunities, visit www.mauiwowi.com.

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