



March 28, 2008

Ms. Linda Harmon
(sent via email to harmonl001@hawaii.rr.com)

Dear Ms. Harmon,

Thank you for your recent emails and phone call expressing your concerns about the removal of trees in Koloa town. As I shared with you, we do understand and appreciate your concerns about this issue. From the time the concerns were first brought to our attention in December, we have communicated our concerns with the developer on numerous occasions and have been told that various alternatives were being considered. In his most recent correspondence with us, he assured us that no additional trees would be removed from the property. We have again asked that he share his plans with the community and work to resolve community concerns.

As you know, Foodland is not a tenant in the Shops at Koloa, but we have several sister companies (with separate ownership) which plan to open stores there. Despite the fact that neither Foodland nor any of these stores has any control over what is done with the property in Koloa, we felt it was important to share our concerns and the feedback we received with the developer.

As a local company doing business in Hawaii for nearly 60 years, we care about our community and have a vested interest in our environment. While we recognize that development is often necessary and beneficial, we also feel strongly that environmental impacts and community concerns should be taken into account when decisions are made.

Sincerely,

Jenai Sullivan Wall
Chairman and Chief Executive Officer