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**HONOLULU COOKIE COMPANY BRINGS BACK POPULAR HOLIDAY FLAVORS WITH
THE 2015 HOLIDAY COLLECTION**

***Order online or by phone to take advantage of special offers available during Holiday Pre-sale
from October 1st to November 2nd.***

HONOLULU, Hawaii (September 24th, 2015) – Today, Honolulu Cookie Company unveiled their 2015 Holiday Collection, which will be available at honolulucookie.com or by calling toll free 1-866-333-5800 beginning October 1st. Designed to share the spirit of Aloha and holiday warmth in Hawaii, this year's collection features seasonal holiday flavors, collectible and luxury gift boxes, as well as special offers – including exclusive products only available online during holiday pre-sale from October 1st to November 2nd and 20% off U.S. shipping rates via our complimentary online Pineapple Rewards™ program.

“Honolulu Cookie Company would like our customers to share the taste of Hawaii, wrapped beautifully in Aloha this holiday season,” said Herman Tam, Vice President of Marketing for the Honolulu Cookie Company. “Due to customer demand and popularity we have brought back our Peppermint and Ginger Spice flavors, available in the Mele Wreath Gift Tin and Keepsake Boxes. Customers can also take advantage of our exclusive offers only available online until November 2nd, as well as enjoying 20% off U.S. shipping rates via our complimentary online Pineapple Rewards™ program.”

Seasonal Holiday Flavors

Returning this year are several seasonal holiday flavors that have quickly become favorites. Milk, Dark, and White Chocolate Peppermint cookies are back, with the richness of the hand-dipped

chocolate offsetting the effervescent but subtle taste of peppermint. Also returning this year is the White Chocolate Ginger Spice cookie, featuring the delightful sweetness of white chocolate with the warm flavor of ginger.

Collectible and luxury gift boxes

Honolulu Cookie Company's 2015 Holiday Collection features the signature pineapple quilt design. Warm reds and greens adorn the Mele Keepsake Boxes in both medium (\$14.95, 8 cookies, 6 flavors) and small (\$7.95, 6 cookies, 4 flavors) as well as the collectible Mele Wreath Gift Tin (\$27.95, 30 cookies, 22 flavors). Each of these unique items is inspired by the spice boxes and jars of sweets that made tutu's (grandma) home so inviting.

For those who want to give a gift of Aloha in a big way, the Mele Luxury Executive Box (\$90.00, 63 cookies, 22 flavors) and Mele Essential Executive Box (\$46.00, 27 cookies, 18 flavors) will surely impress.

Special Offers

Customers can take advantage of two exclusive offers only available for orders placed online from October 1st through November 2nd, 2015. The Mele Custom Box (\$22.95, 16 cookies, 2 flavors) allows cookie-lovers to customize the assortment by selecting 2 flavors out of 11 flavor options, including the three peppermint holiday flavors. In addition, chocolate lovers can purchase the Mele Chocolate Tin (\$27.95, 33 cookies, 13 flavors) for only \$16 with \$100 purchase.

To help our customers give the gift of Aloha, for orders over \$50 in merchandise, we offer those who sign up for our complimentary online Pineapple Rewards™ program 20% off U.S. shipping rates and 10% off international shipping rates.

Order Information

Holiday pre-sale orders placed online from October 1st through November 2nd will be processed and shipped the week of December 7th, 2015. By ordering early, customers have access to unique cookie collections only available during the pre-sale. Check off everyone on the gift list early by ordering through honolulucookie.com, or by calling toll free 1-866-333-5800.

Honolulu Cookie Company's 2015 Holiday Collection will be available at our 10 Oahu retail locations beginning November 3rd, and in Maui and Las Vegas store locations starting November 5th.

To Contact Honolulu Cookie Company

Please visit www.honolulucookie.com or call toll free at (866) 333-5800. Also available is the full range of the company's products, available for shipping across the U.S. mainland as well as internationally. You can also find Honolulu Cookie Company on Facebook at: www.facebook.com/honolulucookie.

About Honolulu Cookie Company

Since 1998, Honolulu Cookie Company's premium shortbread cookies have been made from the original recipe using Hawaii's freshest and finest ingredients. Baking begins every morning at 5 A.M. in Honolulu. Cookies are hand-crafted, individually wrapped for freshness, and presented in beautiful packaging.

On Oahu, Honolulu Cookie Company has seven retail stores in Waikiki, one at Ward Warehouse, another at a kiosk in the Makai Market Food Court at Ala Moana Center, and one on-site at their bakery in Kalihi. On Maui, Honolulu Cookie Company has stores at Whalers Village and Front Street in Lahaina, and most recently at The Shops at Wailea. Honolulu Cookie Company can also be found in Grand Canal Shoppes at The Venetian | The Palazzo in Las Vegas, along with the new Grand Bazaar Shops location on Las Vegas Boulevard near Bally's. The first international location opened in July 2014 in Seoul, South Korea.

In addition, Honolulu Cookie Company cookies are available at select retail partners: Neiman Marcus, Tommy Bahama, and DFS stores; visit honolulucookie.com/store-locations for details.

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