

Castle & Cooke

Homes Hawaii, Inc.

November 15, 2005

Kris Oser
Advertising Age
711 Third Avenue
New York, NY 10017

Dear Kris,

Castle & Cooke is a national real estate developer and Hawaii's leading builder of master-planned communities and homes since 1851. Our company takes great pride in being a leader in innovation and technology and Genergraphics™ is something we see as the trend in real estate marketing and sales of the future. We are proud to be the first Hawaii client of Genergraphics and feel that this partnership is going to help maintain Castle & Cooke as a leader in our industry.

To date, Castle & Cooke has received several training seminars from the Genergraphics team. Our senior management team participated in the first seminar which focused on community and home planning based on the different needs of each generation. Castle & Cooke builds quality master-planned communities that offer a variety of home types in a variety of price ranges which appeal to each of the five generations. Our communities must incorporate the appropriate mix of amenities such as restaurants, stores and coffee shops that appeal to the mix of generations. Genergraphics is going to help us effectively plan our communities to create the perfect blend of homes and amenities so various generations can coexist harmoniously.

The second Genergraphics seminar was given to our real estate agents to help them better identify generations as they walk into our sales offices, and from there, be able to custom tailor their sales presentations to the specific generation(s) they are addressing. This seminar was very eye-opening as we learned a lot of new techniques that we never considered before because we didn't really understand the different mindsets of each generation and how different generations influence each other. One of the immediate changes we plan to make is to start including the children of the boomer parents in the sales presentations as we now know that boomer children do have a major influence on their parents' decisions, even when it comes to big ticket items such as homes and cars.

As the Director of Marketing, I see tremendous potential in the efforts we are taking to incorporate Genergraphics into our future marketing programs. We have plans in place to better target generations through our Web site, online marketing and print

advertising efforts. One of the things we are working on right now with our marketing agency is the development of a Genergraphics Web site that recognizes our registered customers through the use of cookies and automatically provides web pages that are specifically geared toward that generation's mindset. Specifically, the use of text, images, color schemes, flash animations and text size will be modified for each generation. Other marketing efforts we are embarking on include Genergraphics e-newsletter campaigns and Genergraphics print, radio and television advertising campaigns.

Castle & Cooke is very excited about our relationship with the Genergraphics team and we feel this is just one more tool that sets Castle & Cooke apart from our competition. We take great pride in being the first to explore many cutting edge concepts and we have great faith that our partnership with Genergraphics is going to pay off by helping us better reach our target markets with the appropriate message for their mindset. The Genergraphics process will also wind up saving us money in the end by eliminating dollars that were being wasted through traditional demographic-based media campaigns, which on average only reach 30% of the intended target market.

Sincerely,

A handwritten signature in black ink, appearing to read 'Donna Tomita', written over a faint, large watermark of the word 'DONNA'.

Donna Tomita
Director of Marketing