



for immediate release

HILTON HAWAIIAN VILLAGE RETURNS AS MAIN SPONSOR OF BAYWATCH HAWAII

Nissan and Kawasaki Jet Ski are Also On-Board

HONOLULU, HI – Hilton Hawaiian Village has returned as the main sponsor of **Baywatch Hawaii**, it was announced today by Tony Vericella, president and CEO of the Hawaii Visitors and Convention Bureau (HVBC). The HVBC was instrumental in securing the sponsorship. Now in its second season in Hawaii, **Baywatch Hawaii** has come back to the Island of Oahu for production.

On the sponsorship agreement, Vericella re-iterated, “**Baywatch Hawaii** is a reality because of many cooperative partners in our State and, as a result, the key benefits to our local community are the contributions of valuable television exposure to a global audience, job creation and an economic boost to Hawaii’s economy. Plus, this is an excellent opportunity to promote Hawaii as a visitor destination.”

As a sponsor, Hilton Hawaiian Village on Waikiki’s best beach will provide accommodation for the cast and crew members. “As the ‘Official Resort’ for the cast and crew of **Baywatch Hawaii**, we are able to show our support of Hawaii’s television and film industry, and we look forward to continuing a mutually beneficial relationship with **Baywatch Hawaii**,” said Peter H. Schall, vice president, Hilton Resorts Hawaii and managing director, Hilton Hawaiian Village.

Additional **Baywatch Hawaii** sponsors include Nissan, who will provide the exclusive **Baywatch Hawaii** Lifeguard rescue truck and Kawasaki Jet Ski who will provide the official **Baywatch Hawaii** Lifeguard rescue personal watercraft. Also signed on for a new season are Nextel, The Honolulu Club, Xcel, Hawaii Water, Mercury Marine, Hilo Hattie Stores, Sea & Ski and Local Motion.

“We are delighted and proud to have these premiere companies returning as sponsors of **Baywatch Hawaii**,” said Gregory J. Bonann, Executive Producer, **Baywatch Hawaii**. “These local and national sponsors are continuing to make significant contributions to ensure the on-going success of **Baywatch Hawaii**.”

Baywatch Hawaii is produced by the Baywatch Production Company, an indirect, wholly owned subsidiary of Pearson Television, the world’s leading international producer of entertainment and serial drama for television. Pearson Television currently has more than 150 programs on the air in more than 30 countries.

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