



for immediate release

***HAWAIIAN VISITORS AND CONVENTION BUREAU WELCOMES THE RETURN OF
"BAYWATCH HAWAII" TO THE ISLANDS OF ALOHA***

HONOLULU, HI – The Hawaiian Visitors and Convention Bureau (HVCB) is delighted to welcome the return of ***Baywatch Hawaii*** to the island as the show prepares for its second season in Hawaii. Tony Vericella, the president and chief executive officer, HVCB made the announcement today.

Baywatch Hawaii, which re-located from Santa Monica, California last year, will again film all of the series episodes in the island. From the rugged mountainous terrain of Kauai to Maui's monstrous waves and the Big Island's active volcanoes, the Islands of Aloha will be a highlight of each show.

"Baywatch Hawaii producers and cast are committed to developing story lines and programs that emphasize the unique cultural aspects of the islands, as well as being respectful to traditions of the local communities," said Gregory J. Bonann, creator, executive producer, ***Baywatch Hawaii***.

Added Vericella, ***"Baywatch Hawaii*** epitomizes everything the Hawaiian Visitors and Convention Bureau looks for when agreeing to permit TV production in the island. ***Baywatch Hawaii*** showcases the uniqueness and diversity of all the Islands of Aloha which, in the end, has a strong positive impact on Hawaii's tourism."

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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