



Branding. Planning. Design. Advertising.

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Lanakila! – Maui Wowi’s Website Homepage Wins MarCom Platinum

DENVER, CO – December 7, 2006 – Maui Wowi Hawaiian, a dynamic coffee and smoothie franchise, in conjunction with branding strategy and creative services partner ripcord, has won the *Platinum* award for its Website Home Page in this year’s internationally recognized MarCom Creative Awards. Launched in July, the site was designed by ripcord to exemplify the Aloha spirit and franchise opportunities for which Maui Wowi has already been internationally recognized.

About the MarCom Creative Awards

In 2006, the MarCom Creative Awards accepted over 5,000 entries from participants in the United States as well as several other countries. This is an international competition that recognizes outstanding achievement by marketing and communication professionals. Entrants include corporate marketing and communications departments, advertising agencies, pr firms, design shops, production companies and freelancers. Among the winners this year are individual creatives, media conglomerates and Fortune 50 companies. The competition is administered and conducted by the Association of Marketing and Communications Professionals. For more information, please visit www.marcomawards.com.

About Maui Wowi

Begun strictly as a smoothie vendor in 1983, Maui Wowi Hawaiian has grown into a wildly successful franchise system with over 400 franchise operations nationwide and another 800 units under development. Their stores, kiosks and carts sell fresh smoothies, select Hawaiian coffees and a variety of authentic Hawaiian products sourced directly from producers in the islands. Maui Wowi prides itself on being a service-focused business with a leadership philosophy that is guided by the “Aloha Spirit”. The organization’s success is due to its ability to provide flexible business models with unparalleled support.

About ripcord, llc

ripcord is a marketing communications firm located in Denver, Colorado, specializing in branding, planning, design and advertising. ripcord combines strategic insight with creative inspiration to help clients meet their marketing challenges and exceed their goals. Some of ripcord’s clients include Lewis & Fowler, Vitamin Cottage, City of Aurora, ProConnect, Historic Olde Town Arvada and the Colorado AIDS Project. To deploy instantly, visit www.pullthecord.com or contact Phil Odell at phil@pullthecord.com.

About Lanakila!

It’s Hawaiian for Victory!

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