


September 20, 2013

Ms. Cecelia B. Smith
President
Kona Coffee Farmers Association
P. O. Box 5436
Kailua-Kona, HI 96745

Dear Ms. Smith:

Thank you for your letter of August 21st regarding the Hilo Hattie promotional items that have been distributed on our flights. We have made a commitment to our partner, Hilo Hattie, to distribute the remainder of the material that has been produced which will be completed before year's end and after which we will not be renewing this promotion. We are grateful for your feedback, and appreciate your work in developing the market for Kona Coffee.

Sincerely,



Mark B. Dunkerley
President and Chief Executive Officer