



Where **Business** and **Aloha** Meet

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Media Contact: Dawn Hirai
Stryker Weiner & Yokota Public Relations, Inc.
Ph: (808) 523-8802, ext. 212
Cell: (808) 722-9445
Email: dawn@strykerweiner.com

THIRTY FIVE HAWAII BUSINESSES SELECTED AS FINALISTS FOR APEC 2011 HAWAII BUSINESS INNOVATION SHOWCASE

HONOLULU — The APEC Hawaii Host Committee, in partnership with the Chamber of Commerce of Hawaii, Kauai County, the City and County of Honolulu, Maui County and Hawaii County, is pleased to announce the selection of 35 Hawaii businesses for the APEC 2011 Hawaii Business Innovation Showcase (see attached listing).

The finalists, six on Hawaii Island, three on Kauai, six on Maui and 20 on Oahu, will receive Recognition of Excellence awards from their respective county. In addition, a winner from each county and one overall statewide winner will be selected Sept. 6, and will receive recognition at various APEC 2011 Hawaii programs, as well as through other media opportunities.

Announced in May, the Showcase provides an unprecedented opportunity for businesses registered in the state to showcase innovation in products and services to an international audience during APEC 2011 Leaders' Week, and will recognize leading edge innovation and achievement in Hawaii's business community.

The criteria required of businesses and business-related projects included being attractive to markets outside Hawaii, including the APEC member Economies; having

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developed unique, leading and cutting-edge innovations in product development, technology, marketing or delivery; having positively impacted Hawai'i's business environment, having growth and investment potential; and having adopted environmentally sound programs and practices.

The APEC 2011 Leaders' Week will take place in Honolulu on Nov. 7-13 with the Leaders' Meeting on Nov. 12 and 13, and is the culmination of a series of events held throughout the year in the United States. The Leaders' Meeting is expected to attract approximately 20,000 attendees including the leaders of the 21 APEC member economies, ministers, business leaders and news media. For more information, please visit apec2011hawaii.com.

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Business (O'ahu)	Project Title
Avatar Reality, Inc.	3D Virtual World Platform Development (Blue Mars).
Cardax Pharmaceuticals, Inc.	Safe anti-inflammatory drugs for chronic diseases.
Clear Fuels Technology	Advanced sustainable biorefineries.
Hawaiian Electric Company, Inc.	Building a clean energy future.
Hoana Medical, Inc.	LifeGurney & LifeLitter Patient Vigilance System.
Hoku Scientific	Importing and exporting PV products throughout Asia.
Honolulu Seawater Air Conditioning, LLC	District Cooling - Cool. Green. Clean.
Makai Ocean Engineering, Inc.	Makai Voyager: A 4- and 5-dimensional scientific visualization software.
Nanopoint, Inc.	Scientific-grade microscope for schools, research centers and clinics.
Navatek Ltd.	Captive Air Amphibious Transporter Demonstrator.
Oceanit	Developing innovative solutions to complex global problems.
Onipa'a Kakou, LLC	Sharing Hawai'i's music, dance and language using RACSi technology.
Outrigger Hotels Hawai'i	Sharing island hospitality through Hawaiian culture and values.
Referentia Systems Incorporated	T-REX improves renewable energy integration in Hawai'i's power grid.
SEE/RESCUE Corporation	Survival technology made in Hawai'i - exported worldwide.
Skai Ventures	Inventing, acquiring and commercializing disruptive technologies.
Sopogy	Developing patented Micro-Concentrated Solar Power technologies.
Sunetric	Solar Power Purchase Agreement (PPA) Program.

The Queen's Medical Center	Developing Adaptive Motion Correction MRI for improved images.
Tissue Genesis	A clinical-stage company in the field of regenerative medicine.

Business (Hawai'i Island)	Project Title
Big Island Abalone Corporation	Abalone farm that produces/serves premium, live abalone.
Big Island Carbon, LLC	Using macadamia nut shells to produce granular activated carbon.
Hawai'i Oceanic Technology, Inc.	Oceansphere - A sustainable fish farming system.
Hawai'i Preparatory Academy	The Energy Lab serves as a hub for the school's sustainability program.
'Imiloa Astronomy Center of Hawai'i	Mauna Kea Observatory Collaboration education project.
Pacific Regional Disaster Preparedness Center (PRDPC)	Hilo Disaster Preparedness Training Center.

Business (Maui)	Project Title
Functional Nutriments, LLC	Apocaps® cancer therapeutics using plant-based phytochemicals.
Grower's Secret, Inc.	Increasing food safety through organic agricultural supplements.
HNU-Energy	Custom-engineered renewable energy technology through research and development.

Noni Biotech, International	Bringing Hawaiian Noni to the world.
Pacific Biodiesel, Inc.	'Aina Mo Project uses biodiesel by-product to preserve taro cultivation.
Westec Environmental Solutions	Air pollution and greenhouse gas control.

Business (Kaua'i)	Project Title
Aqua Engineers, Inc.	Water and waste water management.
Malie, Inc.	Spa/beauty products using only indigenous and local plants and florals.
TREX Enterprises Corporation	Optical and structural components from proprietary TREX CVC SRC.