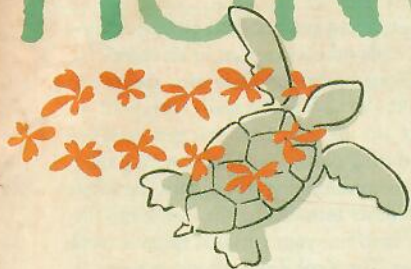


HONU Emblem of a Bright Future



This friendly green sea turtle is more than a Sheraton Waikiki mascot. He symbolizes hospitality, warmth and everything that's fun and friendly about Hawaii!

A Longtime Habitué of the Sheraton Waikiki

Honu is the Hawaiian name for an endangered sea turtle that swims, suns and feeds in the waters of Waikiki Bay, directly in front of the Sheraton Waikiki.

By adopting the honu as a symbol during its 25th anniversary year, the Sheraton Waikiki has aimed at focusing attention on the plight of the animal through exhibits, displays and joint educational efforts with Hawaii's Sea



Lake Park. The honu theme is also reflected in the resort's \$20 million, five-year renovation program, which began in 1996.

Honu: A Crucial Element in the Renovation

Work is now underway on the renovation that will transform the Sheraton Waikiki's public areas, guest rooms and facilities into a signature resort for the next quarter-century. As part of the new decor, two magnificent sculptures will accent the hotel's entrance and rotunda areas. The "Waikiki Experience" will celebrate the incredible beauty of the volcanic Hawaiian islands themselves, while the "Welcome

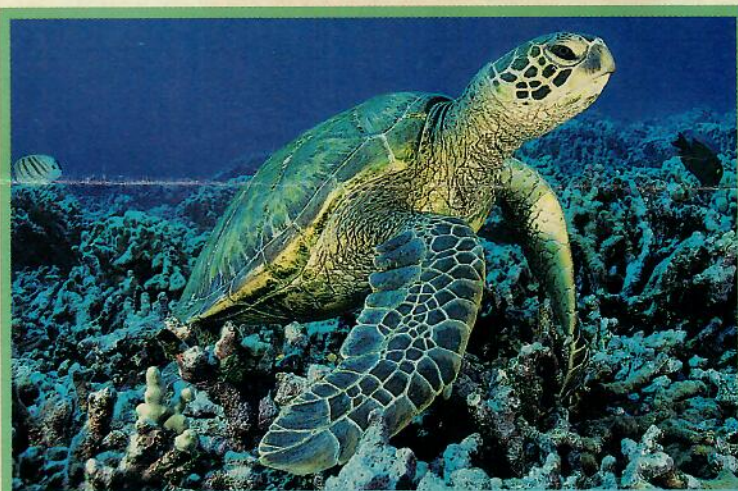
Experience" will greet guests with a depiction of Hawaii's colorful undersea life. Sculptures of honu and other marine creatures, accented by swaying seaweed fronds and innovative

ceiling lighting, will create the magical effect of being underwater. Part of the goal: to educate visitors about the importance of respecting and preserving Hawaii's native marine life, and Sheraton's commitment to

helping lead the way.

Saving a Symbol

Hawaii's relative isolation in the Pacific — particularly the uninhabited islands on the northern end of the archipelago — has allowed the Hawaiian Green Turtle to thrive through history. Modern times have brought over-hunting — though laws in recent years banned turtle-hunting, allowing the species a respite. But now, a new threat has arisen: a disease called fibropappilloma, a herpes-like affliction that blinds and chokes turtles with tumors that can easily be seen by divers and snorklers. Saving the turtles from succumbing to this disease is the current challenge.



a little turtle trivia

- The honu has been listed as an endangered species since 1978.
- Green sea turtles are actually a mottled combination of brown, olive, gold and black — their name comes from the color of their body fat, once used to prepare soup.
- At 36 inches, Hawaiian sea turtles are about 4 inches smaller than their Atlantic counterparts, and weigh about 253 pounds.
- While they feed and swim off Waikiki and travel throughout the Hawaiian archipelago, the honu's nesting grounds are in the unpopulated French Frigate Shoals, about 400 miles northwest of Oahu.
- You can tell male turtles from female turtles by the length of their tails. Females have a short, small tail, while males have a longer, more visible one.
- 2:30 p.m. is the best time to catch the sea turtles — just off the jetty fronting the Sheraton Waikiki!

