



Maui Land & Pineapple Company, Inc.

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**MAUI LAND & PINEAPPLE COMPANY
ANNOUNCES MOVE TO NEW YORK STOCK EXCHANGE BIG BOARD**

Shares to commence trading April 2, 2008

KAHULUI, HAWAII -- Maui Land & Pineapple Company, Inc. (MLP) today announced it has qualified for listing and will transfer trading of its stock to the New York Stock Exchange, on or about April 2, 2008. The stock will continue to trade under the ticker symbol "MLP." The move comes as the company prepares to enter its 100th year of business on the island of Maui.

"We are pleased to have qualified for listing on the NYSE, and with the benefit to our shareholders from the Big Board's brand, market quality, operations and trading efficiencies," said David C. Cole, chairman, president and CEO for MLP.

"We welcome Maui Land & Pineapple Company's decision to list on the New York Stock Exchange," said Duncan L. Niederauer, CEO, NYSE Euronext. "For nearly one hundred years, Maui Land & Pineapple has built an outstanding brand and reputation for quality and customer service, and has contributed greatly to the health and well-being of Maui's economy, community and environment. We applaud the company's success and choice of the NYSE and look forward to providing the highest levels of market quality and service to Maui Land & Pineapple and its shareholders."

MLP's move to the New York Stock Exchange will be celebrated with the ringing of the closing bell in June to coincide with Kamehameha Day celebrations in Hawaii.

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Maui Land & Pineapple Company, Inc.

Maui Land & Pineapple Company, Inc. is committed to the integration of agriculture, natural resource management and eco-effective design principles to create and manage holistic communities. MLP's vision of holistic communities is based on the traditional Hawaiian model of *ahupua'a*, a system of self-reliance based on the artful use of land and water resources to sustain island life indefinitely. MLP is a Hawai'i corporation and successor to a business organized in 1909. Its principal operating subsidiaries are Maui Pineapple Company Ltd., a producer and marketer of Maui-grown pineapple, and Kapalua Land Company Ltd., operator of Kapalua Resort, a master-planned resort community in West Maui.

FORWARD-LOOKING STATEMENTS

Statements made in this press release, other than those concerning historical information, should be considered forward-looking and subject to various risks and uncertainties. Such forward-looking statements are made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and are made based on management's current expectations or beliefs as well as assumptions made by, and information currently available to, management. Forward-looking statements in this press release include matters that involve known and unknown risks, uncertainties and other factors that may cause actual results or achievements to differ materially from results expressed or implied by the forward-looking statements. Such risks include, but are not limited to, the failure to fulfill any remaining conditions to MLP's listing on the NYSE, as well as the other risks and factors described from time to time in our press releases, reports and other filings with the SEC. MLP undertakes no obligation to update these forward-looking statements to reflect events or circumstances occurring after the date of this press release. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. All forward-looking statements are qualified in their entirety by this cautionary statement.

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