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**FOR IMMEDIATE RELEASE**  
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### **Maui TV News Partners with KIKU-TV for Statewide Broadcast**

KIHEI - "Devoting coverage to the Stories that Matter to Maui County," **Maui TV News** is partnering with Honolulu's **KIKU-TV** for a pioneering step in statewide news delivery.

Beginning September 6, **Maui TV News** will air Saturdays at 4:30pm on Hawaii's **KIKU-TV**. **KIKU-TV** airs across Maui County on Oceanic's cable channel 10 to standard cable subscribers, and on channel 89 to digital cable subscribers.

"We are thrilled to form this partnership with Hawaii's **KIKU-TV**," said Jeff King, News Director for **Maui TV News** and manager of parent company, **Island News Technologies, LLC**. "Since our debut on Oceanic's *News on Demand* digital cable channel on May 12, 2007, it has been our goal to have a broadcast partner that would expand **Maui TV News**' coverage to over-the-air and mainstream cable.

"Joining forces with **KIKU-TV** not only gives us a regular, consistent and reliable time slot on a channel that is available to all television homes in Maui County and on O'ahu, but it also puts **Maui TV News** into 'space.'" King was referring to **KIKU-TV**'s carriage on DirecTV and Dish Network, which covers the entire state that receives network-originated programming through home satellite receivers.

"We are delighted to have **Maui TV News** on **KIKU-TV**", said Phyllis Kihara, **KIKU-TV**'s Vice President and General Manager. "Most people know **KIKU-TV** for our high quality, interesting Japanese programming, like the popular *Soko ga Shiritai* and the game show, *Challengers of Fire*. But first and foremost, we are a Hawaii television station with programs that reflect Hawaii's unique mix of people. **Maui TV News** is a great example of programming that serves the people of Hawaii."

**Maui TV News** has established a position as *Hawaii's Exclusive Neighbor Island Television News Source* as well as serving as *Maui's Exclusive Internet and Television Newscast*. **Maui TV News** is streamed, on-demand, at [www.mauitvnews.com](http://www.mauitvnews.com). "The partnership with **KIKU-TV** completes the 'triumvirate' we've been striving for since our first broadcast, 65 shows ago. Now viewers can catch up on what's happening on Maui on our website at [www.mauitvnews.com](http://www.mauitvnews.com), on **KIKU-TV**, Channel 10 on standard cable and on Oceanic digital cable channel 110 on *News on Demand*."

The two companies plan extensive promotion of the partnership through a series of television promos and cross-promotion between [www.kikutv.com](http://www.kikutv.com) and [www.mauitvnews.com](http://www.mauitvnews.com).

In addition to weekly newscasts featuring coverage of Maui's top news stories along with *Sports* and *Coming Attractions*, the show's website also features daily updates of breaking news. **Maui TV News** is owned and operated by **Island News Technologies, LLC**, a Qualified High Tech Business in Hawai'i. The show originates from the Maui Research and Technology Center in Kihei.

**KIKU-TV** is Hawaii's premier and only full-time multi-cultural television station, broadcasting 60 hours of programming in four languages (English, Japanese, Filipino and Vietnamese) each week. **KIKU-TV** is available to digital cable subscribers across the state on channel 89.

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