

NORTH SHORE, OAHU, HI (November 14, 2004) -- Thirty one contestants whipped up amazing poke creations at the inaugural Turtle Bay Resort / Sam Choy Poke Festival with Kelly Zubal of the Hukilau Restaurant in San Francisco emerging as the winner of the Professional division, winning a cash prize of \$2,000. Kelly's creation titled "Hala Kahiki Poke" was also named the winning entry of the Poke with Macadamia Nuts category.

First runner-up Lional Cazimero won a cash prize of \$1,000 for his poke creation titled "Makana O Ke Kai" which was also named winner of the Poke with Ogo (Seaweed) category; followed by Gordon Lum of Gordon Biersch in Honolulu who was awarded a cash prize of \$500 for his creation titled "Wasabi-Miso Naraigi Poke".

For the Amateur Division, Cal Souza's winning entry titled "Tender Tako Poke" won him a cash prize of \$1,500. First runner-up Miho Williams won \$500 for the entry titled "Supa' Tender Kimchee Tako Poke" which was also named the winner of of the Cooked Poke category. Diane Ogata's "Cool Splash Mango Marlin Poke" won her a cash prize of \$250 as the second runner-up.

There were also special prizes for the Best Overall Display won by Jay Matsukawa of the Plaza Club in Honolulu and Sam's Award won by Rob Fortin of the Turtle Bay Resort. Rob who is a security officer and chief dispatcher at the resort was thrilled to have won a cooking grill worth \$4,000 sponsored by Viking. "Being my first competition, I focused on creating a truly traditional poke and I am so happy to have won this special award," said Rob.

Prizes were also given for six poke categories including the Traditional Poke category won by George Laguna of Turtle Bay Resort; Poke with Soy Sauce category won by Kerry Kakazu; and Poke with Tofu category won by Hideaki (Santa) Miyoshi from Tokkuri-Tei restaurant in Waikiki.

Famous local personality Kimo Kahoano added merriment to the Sunday event with his light banter that had the public in stitches. At the "Ready, Set, Poke" competition held after the judging of the poke entries, six local celebrities were paired to create a poke creation with three members of the public selected as judges. Local TV personality Emme Tommimbang and her partner Gaylord Holomalia emerged as the winning team while the team of Sharie Shima & Peter Carlisle and Kainoa McGee & Don Chapman conceded as gracious losers.

Although Sam Choy himself was unable to attend the festival due to medical conditions, he sent a message thanking everyone for making the event highly successful, especially the key sponsors such as Turtle Bay Resort, Viking, Aloha Shoyu and Gallo of Sonoma.

Turtle Bay Resort managing director Abid Butt added his thanks and mentioned that he is looking forward to hosting the event next year on a larger and grander scale. "We had over three hundred people at the poke contest that packed the oceanfront Kuilima Ballroom. We intend to double the