



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

[Kris Tanahara](#) or

[Samantha Tsui](#)

Becker Communications, Inc.

(808) 533-4165

REYN'S MOVING TO NEW LOCATION AT ALA MOANA CENTER

*** Temporary store opens next week in Betsey Johnson spot***

HONOLULU (June 29, 2012) — Reyn's, the iconic Aloha shirt retailer, is moving from its current location at Ala Moana Center to new digs near the Apple store at the Diamond Head end of the mall. While the new space is being renovated, Reyn's will be operating out of a temporary location next to Shirokiya, in the site previously occupied by the Betsey Johnson store. The temporary Reyn's store opens next week.

Reyn's is one of the original tenants of Ala Moana Center and had been in its existing location for more than 50 years. The new store will open in September as Reyn Spooner and feature the clothing manufacturer's Classic Collection, which includes its popular button-down reverse print Aloha shirt, as well as the newer Modern Collection, a slimmer fitting version of the beloved classic reinterpreted for a new generation of customers.

About Reyn Spooner

The Reyn Spooner apparel brand has been a leader in Hawaii's fashion scene since the late 1950s. It pioneered an iconic incarnation of the Hawaiian shirt, earning the company the title "Brooks Brothers of the Pacific." By combining traditional Ivy League style with innovations such as the washed down reverse-print concept, Reyn Spooner reinvented aloha wear for a Hawaii and the rest of the world. Today, the company operates seven retail stores in Hawaii and sells its apparel in specialty and better department stores throughout the United States, abroad and online at reynspooner.com. Reyn Spooner's headquarters and factory are located in Honolulu.

###