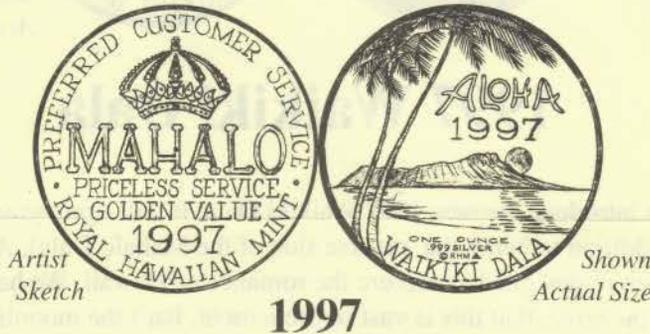




ROYAL HAWAIIAN MINT

808-949-6468 • 1427 KALAKAUA AVE • HONOLULU • HAWAII • 96826



1997

Special Mahalo Dala

February 10, 1997

Aloha Collectors,

First, I want to extend a heartfelt Mahalo (thank you) to each of you. As you well know, the basic concept of the Royal Hawaiian Mint goes well beyond merely being a business. The Mint is all of us, bound together by a common dedication of commemorating and preserving the language, culture, history and numismatic traditions of the Hawaiian people.

Telle, Manu and I were very appreciative of the phone calls and letters you sent to us about our efforts to expand our services through a Mainland distributor. This very limited test program indicated that this marketing service was worth further development, but with a different distributor.

Introducing Our New Mainland Numismatic Partner

Today, I am pleased to announce that we have selected PREFERRED CUSTOMER SERVICE to operate our Mainland numismatic service. This selection comes after many months of reviewing the needs and desires of you, our faithful patrons, and carefully examining how the Mint and our new numismatic partner could best cater to your collecting needs.

Preferred Customer Service was selected because it is the country's largest distributor of collectables, offering a full selection from ancients to modern issues, including Limited Numbered Editions, Proofs, numismatic coins, one-of-a-kind specials, sports memorabilia and other items of interest to sophisticated collectors. Equally important, this company really provides the best service and is worthy of its name - Preferred Customer Service.

A Special MAHALO DALA to Celebrate this New Partnership

To commemorate this occasion, Royal Hawaiian Mint has created a special one ounce .999 fine silver Mahalo dala. Only 500 will be issued. Unlike our other issues, it will not be sold. It will be given...FREE... to the first 500 purchases of \$100 or more from Preferred Customer Service. We are engraving the die for this very limited edition dala now, so your Mahalo Dala will be shipped to you directly from our Honolulu headquarters.



*Shown
Actual Size*

1997 Waikiki Dala

Before closing, I want to introduce the new 1997 Waikiki Dala. It will again grace the reverse side of the Hula dancer design (in addition to being the reverse side of the Mahalo Dala). As you can see, the 1997 WAIKIKI DALA has been re-designed to capture the romance of Hawaii. We have wanted to do this for a long time and we hope you agree, that this is vast improvement. Isn't the moonlight on the waves from Diamond Head to Waikiki Beach great? Can't you just feel the night air in the palm trees? We hope this Dala brings back all those memories that endear Hawaii to us all. (Please note a couple quick questions requesting your suggestions on the order form.)

To announce the new design, we are minting the first 500 as Proof and making them available at the BU (Brilliant Uncirculated) price. The Proof Waikiki Dala will be packaged in a Special Edition box with a Mahalo Certificate for only \$19.95, about half the price of our usual proofs at \$39.00 each. The 1997 Waikiki Dala is available at this price as a MINTLINE exclusively to you and other recipients of this letter for a limited time. It is not available to the general public nor visitors to our Honolulu facility. To reserve your Waikiki Dala, please call us at 808-949-9468 in Hawaii or 800-808-6468 toll free. Orders are limited to three Waikiki Dalas per collector, to give everyone a fair chance to collect at least one of these special collector pieces of Hawaii.

We hope you find Preferred Customer Service helpful with your collecting needs. If you have any questions or concerns, please don't hesitate to call us. All of us at the Mint thank you for your continued kokua (support) and wish you much Aloha.

Mahalo,

Bernard von NotHaus, Mintmaster.

PS: As is our practice, Preferred Customer Service will not charge your credit card until your order is shipped. If you have asked us not to telephone you, you will not be called. If you prefer to be called at a more convenient time, please tell the person who calls you when to call you back. It is our hope that you will come to look upon our new partnership as a more convenient way to serve you better.

PPS: I want to stress that we have not sold or rented your name. You will be contacted by Preferred Customer Service as a part of a very exclusive and restrictive arrangement.