

NEW BOOK RECALLS MATSON'S LUXURY LINER SERVICE TO HAWAII, THE SOUTH SEAS

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SAN FRANCISCO - Pier 10 Media of Victoria, BC, Canada, announces the publication of "The White Ships", an illustrated history of the six legendary white passenger liners operated by the Matson Navigation Company from 1927 to 1978.

Before the jet airline era began in 1959, the S.S. Malolo, Matsonia, Mariposa, Monterey, and Lurline were the flagships of the United States' west coast passenger ship fleet, carrying thousands of passengers across the Pacific in the lap of luxury during the golden era of ocean liner travel.

"This is the first book to provide a comprehensive history of Matson's fabled passenger ship era," said author and publisher Duncan O'Brien, whose parents met on the S.S. Monterey in 1962 on a voyage from San Francisco to Sydney. "The White Ships is a culmination of eight years of research and a lifetime of memories."

Sailing year-round between California, Hawaii and Australia, the six liners called at Tahiti, New Zealand, Fiji, Samoa and other South Pacific islands along the way. On each voyage, passengers enjoyed the "Grand Manner" of Matson, a Polynesian-American lifestyle at sea that became one of the world's finest travel experiences.

The four original white ships also played a vital role as troop carriers for the Allied forces during World War II, and all six liners continued sailing for other shipping companies around the world after their American-flag service ended. Matson's passenger ship service was an extension of its freighter service between California, Hawaii and Australia, which began in 1882.

"The White Ships is a wonderful tribute to Matson, and to the passengers and crew members our liners carried across the Pacific in the 1900s," said Jeff Hull, Director of Public Relations for Matson Navigation Company. "Matson is proud to have been a part of this colorful era, and we are delighted to share our company history through the pages of this beautiful new book."

Today, Matson provides ocean transportation services to Hawaii, Guam, China and Micronesia, as well as logistics services through its subsidiary, Matson Integrated Logistics. Matson is a wholly owned subsidiary of Alexander & Baldwin, Inc. of Honolulu.

The coffee table-style hardcover contains 284 pages and hundreds of spectacular vintage photographs and reproductions of original artwork. Most were obtained from Matson's archives and the author's personal collection. Only 1,000 copies of this first edition were printed. Retail price is \$65 USD.

The book is initially available for ordering online at www.whiteships.com. In 2009 it will be offered at selected book and specialty shops in each of the ships' original markets.

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