

**HAWAIIAN HOSPITALITY GROUP, INC.**  
**58-057 Kamehameha Highway**  
**Haleiwa, HI 96712**

**Quarterly Report**

First Quarter 2012  
January 1 – March 31, 2012

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**Item1. Exact Name of Issuer and address of its principal executive offices:**

Hawaiian Hospitality Group, Inc.  
58-057 Kamehameha Highway  
Haleiwa, HI 96712  
Telephone: (808) 744-7211  
E-mail: info@hawaiianhospitalitygroup.com

**Item2. Shares Outstanding**

As of March 31, 2012 there are:

5,000,000,000 authorized common shares  
675,405,859 common shares issued and outstanding  
475,755,757 shares in the float  
11 Beneficial Owners  
409 Total common shareholders

As of March 31, 2012 there are

5,000,000 authorized shares of preferred stock @ \$0.001 par value  
2 shares of preferred class designated Series "A" are issued and outstanding  
0 shares of preferred class are in the float  
2 Beneficial Owners of this class of preferred stock

2 Total preferred shareholders

### Item 3. Interim Quarterly Financial Statements

***ESSGCO***

***Business Services***

*(917) 214-8918 Telephone*

*(347) 710-1183 Facsimile*

May 14, 2012

To the Board of Directors  
Hawaiian Hospitality Group, Inc.  
58-057 Kamehameha Highway  
Haleiwa, Hawaii 96712

We have compiled the accompanying consolidated balance sheet of Hawaiian Hospitality Group, Inc. as of March 31, 2012, and the related statements of income and changes in shareholders' equity and cash flows for the quarter and nine months then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

Executive Support and Services Group, Corp. is a business services firm consisting of attorneys, accountants and CPA's engaged in providing companies with accounting, tax, compliance and management consulting. The Company's accounting personnel are supervised by Andre M. da Parma, CPA, whose license is current in the State of New York.

A compilation is limited to presenting in the form of financial statements information that is the representation of management. We have not audited or reviewed the accompanying financial statements and accordingly, do not express an opinion or any other form of assurance on them.

We are not independent as it pertains to this compilation.

Very truly yours,

/s/ Edward J. da Parma

Edward J. da Parma., Pres.

## EXECUTIVE SUPPORT AND SERVICES GROUP, CORP.

48355 W. Elizabeth Ave.  
Maricopa, AZ 85138

222 Bay 14<sup>th</sup> Street  
Brooklyn, N.Y. 11214

Hawaiian Hospitality Group, Inc.  
Consolidated Balance Sheet  
For the Three Months ending March 31, 2012 and  
The Year ended December 31, 2012  
Unaudited

Hawaiian Hospitality Group		Consolidated Unaudited Balance Sheet
<b>Assets</b>		
<b>Current assets:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Cash	11,314	4,490
Accounts receivable	29,273	66,440
	-	
<b>Total current assets</b>	<b>41,037</b>	<b>70,930</b>
<b>Fixed assets:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Property and equipment	6,178	4,111
Leasehold improvements	185,914	136,977
Equity and other investments	-	

		-
Less accumulated depreciation		
<b>Total fixed assets</b>	<b>192,092</b>	<b>141,088</b>

<b>Other assets:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Goodwill net of depreciation and amortization	2,472,428.00	2,472,428.00
<b>Total other assets</b>	<b>2,472,428.00</b>	<b>2,472,428.00</b>

<b>Total assets</b>	<b>2,705,557</b>	<b>2,684,446</b>
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#### **Liabilities and owner's equity**

<b>Current liabilities:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Accounts payable	86,847	96,770
Accrued rent	186,720	166,720
Loans from officers	-	-
Short term convertible notes	525,201	525,201
Unearned revenue	-	-
Other	-	-
<b>Total current liabilities</b>	<b>801,960</b>	<b>788,691</b>

<b>Long-term liabilities:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Mortgage payable	175,858.00	175,858
<b>Total long-term liabilities</b>	<b>175,858.00</b>	<b>175,858</b>

<b>Owner's equity:</b>	<b>Ending 3/31/2012</b>	<b>Ending 12/31/2011</b>
Common stock 5,000,000,000 authorized @\$0.001; 675,405,859 issued and outstanding	675,406	675,406
Preferred stock 5,000,000 authorized of which 3 authorized and designated Series "A", 2 issued and outstanding	-	-
Paid in capital	3,985,508	3,985,508
Retained earnings	(2,929,983)	(2,941,017)

Total owner's equity	1,730,391	1,719,897.00
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Total liabilities and owner's equity	2,705,557	2,684,446
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*The accompanying notes are an integral part of the financial statements*

Hawaiian Hospitality Group, Inc.  
Consolidated Statement of Operations  
For the three months ended March 31, 2012 and  
The year ended December 31, 2012  
Unaudited

### Statement of Operations [unaudited]

	Period ending	Period ending
	31-Mar-12	Dec. 31, 2012
<b>Revenues</b>		
Sales	106,131	580,928
Party Rental Income	11,744	
Refunds		(9,970)
<b>Total operating revenues</b>	<b><u>114,683</u></b>	<b><u>570,958</u></b>
<b>Cost of goods sold</b>	<b>(10,857)</b>	<b>(103,510)</b>

Net Revenues	<b><u>103,826</u></b>	<b><u>468,669</u></b>
<b>Operating expenses</b>		
<b>Advertising and promotion</b>	3,537	56,611
<b>Automobile expense</b>	388	812
<b>Bank fees</b>	176	2,171
<b>Catering Services</b>		6,212
<b>Commissions</b>	11,650	32,730
<b>Compensation</b>	13,157	72,016
<b>Officer Compensation</b>	7,495	
<b>Computer and internet</b>		3,914
<b>Rent</b>	40,000	240,000
<b>License and permits</b>		3,890
<b>Equipment rental</b>	2,067	1,467
<b>Office expense</b>	735	70,016
<b>Printing</b>	232	
<b>Charitable contributions</b>	30	360
<b>Professional fees</b>	5,279	103,686
<b>Repairs and maintenance</b>	5,310	73,112
<b>Utilities</b>	5,928	6,607
<b>Travel</b>		567
<b>Total operating expense</b>	<b><u>95,984</u></b>	<b><u>674,171</u></b>



<b>Net income (loss)</b>	<b><u>11,034</u></b>	<b><u>(205,502)</u></b>
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*The accompanying notes are an integral part of the financial statements*

Hawaiian Hospitality Group, Inc.  
Consolidated Statement of Cash Flows  
For the Three Month Period ending  
March 31, 2012  
Unaudited

## Statement of Cash Flows

March 31, 2012

<b>Cash flows from operating activities</b>	
Net profit (loss)	\$11,034
Adjustments	
Shares issued (cancelled) for services	
Depreciation and amortization	
Impairment of intangible asset	
Change in operating assets and liabilities	
Depreciation and amortization	
Decrease in Accounts receivable	66,440
Increase in Accounts payable and accrued expenses	(21,712)
<b>Net cash provided (used) by operating activities</b>	<b>\$55,762</b>

<b>Cash flows from investing activities</b>	
Net cash acquired from acquisitions	
Cash used in the acquisition of property, plant and equipment	(48,938)
Net cash used by investing activities	
<b>Net cash provided (used) by investing activities</b>	<b>(48,938)</b>

<b>Cash flows from financing activities</b>		
Common stock		-
Additional Paid in capital		-
Cash provided by short term notes		
Payments of short term notes payable		
Payments of convertible notes		
Net cash provided (used) in financing activities		
Increase (decrease) in cash during the period		\$6,824
Cash balance at the beginning of the period		4,490
<b>Cash balance at the end of the period</b>		<b>\$11,314</b>

*The accompanying notes are an integral part of the financial statements*

Hawaiian Hospitality Group, Inc.  
Consolidated Changes in Shareholder Equity  
For the year ending Dec. 31, 2011 and the three months  
Ended March 31, 2012  
Unaudited

**Statement of Changes in Shareholder Equity [Unaudited]**

	Preferred Stock	Common Stock	Additional paid in capital	Accumulated Deficit	Totals
<b>Balance as of Dec.31, 2011</b>	-	\$675,406	\$3,982,508	\$( 2,941,017)	\$1,719,897
<b>Issuance of Preferred share</b>					
<b>Issuance of common shares for services</b>					
<b>Issuance of common shares in settlement of Convertible notes</b>					
<b>Beneficial</b>					

<b>Conversion feature</b>					
<b>Additional paid in capital</b>					
<b>Net income (loss)</b>				11,034	11,034
<b>Balance as of March 31, 2012</b>	\$ -	\$675,406	\$ 3,982,508	\$ (2,929,853)	\$1,730,931
<i>The accompanying notes are an integral part of the financial statements</i>					

Hawaiian Hospitality Group, Inc.  
Notes to the Consolidated Financial Statements  
For the period ending December 31, 2011 and March 31, 2012  
Unaudited

## Notes

### NOTE 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICES

#### Business Description

Hawaiian Hospitality Group, Inc. (HHGI) is a publically traded eco-engineering and business services company founded in August 2007. It employs innovative approaches to land use that generate profitable enterprises while ensuring the protection of the environment. The company specializes in identifying, designing, and operating public and private sites suitable for environmental and commercial revitalization. Utilizing Public/Private Partnerships (PPPs), the company is able to effectively offer solutions that are appealing in both economic and ecological terms. The Company is the parent company of Loulu Palm Estate, Inc. and 21<sup>st</sup> Parallel, Inc.

In June 2009, Loulu Palm Estate, Inc. merged with Castle Technologies in a reverse split merger. Castle Technologies changed its name to Hawaiian Hospitality Group, Inc., See also note 6.

#### Cash

The Company maintains cash balances at one financial institution in Hawaii. The account is insured by Federal Deposit Insurance Corporation up to \$250,000. The Company's accounts at this institution may, at times, exceed the federally insured limits. The company has not experienced any losses in such accounts.

#### Property and Equipment and Depreciation Policy

Property and equipment are recorded at cost, less accumulated depreciation. Cost of repairs and maintenance are expensed as they are incurred. Major repairs that extend the useful life of equipment are capitalized and depreciated over the remaining estimated useful life. When property and equipment are sold or otherwise disposed, the related cost and accumulated depreciation are removed from the respective accounts and the gains or losses realized on the disposition are reflected in operations. The Company uses the straight - line method in computing depreciation for financial reporting purposes.

#### Income taxes

The Company uses the assets and liability method of accounting for income taxes pursuant to SFAS No. 109 "Accounting for Income Taxes". Under the assets and liability method of SFAS No. 109, deferred tax assets and liabilities are recognized for the future tax consequences attributable to temporary differences between the financial statements carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled.

In June 2006, the FASB issued FASB Interpretation No. 48, "Accounting for Uncertainty in Income Taxes." Specifically, the pronouncement prescribes a recognition threshold and a measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return. The interpretation also provides guidance on the related de-recognition, classification, interest and penalties, accounting for interim periods, disclosure and transition of uncertain tax positions. The company adopted this interpretation effective January 1, 2007. The adoption of FIN 48 did not have a material impact on the Company's financial position, results of operations or cash flows.

#### Revenue Recognition

The company recognizes revenues from producing event planning and catering around the island of Oahu Hawaii. In 2011 the Company had net operating losses of \$(263,180), while in the first quarter ending March 31, 2012, it had net income of \$11,304.

#### Use of estimates

The Company's Consolidated Financial Statements have been prepared in accordance with accounting principles generally accepted in the United States of America. The preparation of the Company's Consolidated Financial Statements requires the Company to make estimates and assumptions that affect the reported amounts of assets and liabilities and the related disclosure of contingent assets and liabilities at the date of the Consolidated Financial Statements, and the reported amounts of revenues and expenses during the reporting period. The Company bases its estimates on historical experience and on various other assumptions that are believed to be reasonable under the circumstances. Accordingly, actual results may differ significantly from these estimates under different assumptions or conditions.

#### Basic and Diluted Per Common Share

Under Statement of Financial Accounting Standards ("SFAS") No. 128 "Earning per Share" basic earnings per common share is computed by dividing income available to common stockholders by the weight average number of common shares assumed to be outstanding during the period of computation. Diluted earnings per share is computed similar to basic earnings per share except that the denominator is increased to include the number of additional common shares that would have been outstanding if the potential common shares had been issued if the additional shares were dilutive.

#### Research and Development

The company expense research and development cost as incurred.

#### Significant Recent Accounting Pronouncements

##### Business combinations

In December 2007, the FASB issued FASB Statement No. 141®, "Business Combinations," which amends SFAS No. 141, and provides revised guidance for recognizing and measuring identifiable assets and goodwill acquired, liabilities assumed, and any non-controlling interest in the acquiree. It also provides disclosure requirements to enable users of the financial statements to evaluate the nature and financial effects of the business combination. SFAS No. 141 ® is effective for the Company's fiscal year beginning January 1, 2009 and is to be applied prospectively. The Company is currently evaluating the potential impact of adopting this statement on the Company's financial position, results of operations or cash flows.

#### Accounting for Convertible Debt Instruments

In September 2007, the FASB published proposed FSP No. APB 14-a: "Accounting for

Convertible Debt Instruments That May Be Settled in Cash upon Conversion". The proposed FSP applies to convertible debt instruments that, by their stated terms, may be settled in cash (or other assets) upon conversion, including partial cash settlement, unless the embedded conversion option is required to separately accounted for as a derivative under SFAS 133.

Convertible debt instruments within the scope of the proposed FSP are not addressed by the existing APB 14. The proposed FSP would require that the liability and equity components of convertible debt instruments within the scope of the proposed FSP shall be separately accounted for in a manner that reflects the entity's nonconvertible debt borrowing rate. This will require an allocation of convertible debt proceeds between the liability component and the embedded conversion option (i.e., the equity component). The difference between the principal amount of the debt and the amount of the proceeds allocated to the liability component would be reported as a debt discount and subsequently amortized to earning over the instrument's expected life using the effective interest method. The Company is currently evaluating the potential impact of adopting this statement on the Company's financial position, results of operation or cash flows.

#### Accounting for Income Tax Benefits of Dividends on Share – Based payment Awards

In June 2007, the EITF reached consensus on Issue No. 06-11, "Accounting for Income Tax Benefits of Dividend on Share-Based Payment Award." EITF Issue No. 06-11 requires that the tax benefit related to dividend and dividend equivalents paid on equity-classified non-vested shares and non -vested share units, which are expected to vest, be recorded as an increase to additional paid –in capital. EITF issue No.06-11 is to be applied prospectively for tax benefits on dividends declared in the Company's fiscal year beginning January 1, 2008. The Company is currently evaluating the impact that the adoption of this statement will have on the Company's financial position, results of operations or cash flows.

#### Fair Value Accounting

In February 2007, the FASB Statement No. 159, "The Fair Value Option for Financial Assets and Financial Liabilities" ("FAS 159"). FAS 159 permits entities to choose to measure many financial, instruments and certain other items at fair value, with the objective of improving financial reporting by mitigating volatility in reported earning caused by measuring related assets and liabilities differently without having to apply complex hedge accounting provisions. The provisions of FAS 159 are effective for the Company's fiscal year beginning January 1, 2008. The Company does not expect the adoption of FAS 159 to have a material impact on the Company's financial results.

In September 2006, the FASB issued FASB Statement No. 157, "Fair Value Measurements"

("FAS 157"). FAS 157 defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles, and expands disclosures about fair value measurements. The provisions of FAS 157 are effective for the Company's fiscal year beginning January 1, 2008. The Company does not expect the adoption of FAS 157 to have a material impact on the Company's financial results.

#### NOTE 2 – GOING CONCERN

The financial statements have been prepared in accordance with generally accepted accounting principles applicable to a going concern, which contemplates the realization of assets and the satisfaction of liabilities and commitments in the normal course of business. However, at December 31, 2011 the Company has a net deficit in retained earnings of \$(2,941,017) and on March 31, 2012 a net deficit retained earnings of \$(2,929,983). The company is able to pay its obligations to vendors from fund provided by operation and loans. The Company intends on financing its future development activities from the same sources, until such time that funds provided by operations are sufficient to fund all working capital requirements.

#### NOTE 3 – EXPENSES

For the period ended December 31, 2011, the Company had general expenses in the \$626,361 for the year. During the first quarter ending March 31, 2012, the Company's operating expenses were \$95,984.

#### NOTE 4 – OPERATING LEASE

The company signed a commercial lease agreement with BWRE Hawaii, LLC on February 2008. The lease was originally signed for one year and then followed by month to month for a monthly payment of \$20,000. On June 1, 2010, the Company entered into a commercial lease for a term of five (5) years at escalating rent of 2.5% for years 2 through 4, and 3% for year 5. Based on a promissory note between the company and BWRE, unpaid lease obligation will be accumulated until converted to common stock or will carry interest of 5% if paid. As of December 31, 2011, the Company owed BWRE, \$186,720 in accrued rent and \$175,858 by convertible notes (See note 5).

#### NOTE 5 – CURRENT LIABILITIES



The company accrued short term obligations to several vendors. For the period ended December 31, 2011 short term loans totaled \$525,201 which is owed to Kaleidoscope for the purchase of Submersible Technical Services, Inc.

On September 15, 2010, the company purchased Submersible Technical Services, LLC, the owner/operator of two (2) recreational submarines for the purposes of providing underwater tours and diving expeditions in Hawaii. The consideration for the purchase of the company and all of its operations and assets is a one year Convertible Note at 5% interest in the amount of \$5,000,000. Either party to the transaction may opt to convert the principal amount plus accrued interest at any time prior or after the maturity date of the Note into common stock at 30% of the average bid price for a three (3) day period at the time of conversion and in such a manner that at no time shall the giver of the note convert in excess of 4.5% of the issued and outstanding shares of the Company. As of December 31, 2011, the Company has converted \$4,474,799 of common stock in settlement of this Note

#### NOTE 6 – LONG TERM LIABILITIES

The Company has resolved all of its long term liabilities except for a series of convertible promissory notes totaling \$175,858 to its landlord.

#### NOTE 7 – EQUITY

The merger between Loulu Palm Estate and Castle Technologies occurred during the period of June through August 2009. Right before the merger, Castle Technologies changed its name to Hawaiian Hospitality Group, Inc. (HHGI).

After the name change on 08/07/09, HHGI retired 162,566,668 of the original stock. Thereafter, there was a reverse split of 200-1 with the remaining stock. After the split HHGI had 82,845,000 shares of stock outstanding. In the merger with Loulu Palm Estate, LLC, HHGI issued the owners of Loulu Palm Estate, 60,000,000 shares in exchange for 100 % ownership of Loulu Palm Estate.

As part of the merger HHGI converted \$354,050 long term note from creditors of former Castle Technologies, to 20,750,000 common shares. The exchange of the debt with the converted shares is in complete satisfaction of all monies owed to the note holders of Castle Technologies including principle and interest.

In January 2010 HHGI did a forward split of 1 share to 10 shares. After the split there are 828,450,000 shares of stock outstanding.

On March 30, 2010, the Company issued to its legal consultant and prior officer number of shares valued at \$200 and \$500 respectively.

On April 22, 2010 the board of directors appointed new board of directors and new officer. The new board of directors comprised of Mrs. Renee Leong, Mr. Kevin Jasper and Mr. Stephen Vlahos. Mrs. Renee Leong is the new president and treasurer of HHGI and Mr. Kevin Jasper is the corporate secretary. Mr. Scott Francis remained the general manager of Loulu Palm Estate, LLC.

HHGI also owns 100% of 21st Parallel, LTD., a company that was formed in 08/26/2009 in the state of Hawaii to conduct catering business. 21 Parallel, authorized 1,000, 0000 shares but as of this date no shares were issued.

On August 10, 2010, a majority of the shareholders voted to amend the Articles of Incorporation to increase the authorized common shares of the company from 1,000,000 to 5,000,000.

During the fourth quarter of 2010 the company raised \$75,000 by issuing 237,000,000 shares of common stock through a private placement pursuant to exemption from registration under Regulation D, 504 of the Securities and Exchange Act. The company has filed a Form D which can be viewed on the Securities and Exchange Commission's web site at [www.sec.gov](http://www.sec.gov). Pursuant to a 504 Offering, the Company may raise as much as \$1,000,000 over a twelve-month period. The Offering will close on September 30, 2011.

On December 7, 2010, Renee Leong resigned as President and Linda Kress was elected in her place.

On June 20, 2011, the Company effected a reverse split of its common stock in a ratio of 1 share for each 1000 shares held. The board completed this reverse as a negative dividend, thereby leaving the authorized common capitalization at 5 Billion shares.

Over the course of 2011 the Company issued a total 675,391,637 common shares since the reverse became effective, 571,270,137 common shares to reduce debt, and 104,121,500 as an award in lieu of compensation to the officers and directors of the Company.

The Company did not issue any new shares during the period ending March 31, 2012.

#### NOTE 8 – SUBSEQUENT EVENTS

In April, 2012 the Company with the assistance of counsel, began an aggressive restructuring of debt, including but not limited to negotiations with its landlord to

refinance the capital lease, and the adjustment or elimination of the short term note to Kaleidoscope for the purchase of the Submersible Technologies Inc.

At the time of this report, the Kaleidoscope and the Company have reached an agreement in principal to eliminate the balance of their note.

## **Item4. Management Discussion and Analysis of Operations**

### **1. Plan of Operation**

#### **Cautionary Statement as to the Use of Forward Looking Statements**

Except for statements of historical fact, some information in this document contains “forward-looking statements” that involve substantial risks and uncertainties. You can identify these forward-looking statements by words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “should,” “will,” “would” or similar words. The statements that contain these or similar words should be read carefully because these statements discuss our future expectations, contain projections of our future results of operations or of our financial position, or state other forward-looking information. We believe that it is important to communicate our future expectations to our investors. However, there may be events in the future that we are not able accurately to predict or control.

Further, we urge you to be cautious of the forward-looking statements which are contained in this annual report because they involve risks, uncertainties and other factors affecting our operations, market growth, service, products and licenses. The factors listed in this section as well as other cautionary language in this document and events in the future may cause our actual results and achievements, whether expressed or implied, to differ materially from the expectations we describe in our forward-looking statements. The occurrence of any of the events described as risk factors or other future events could have a material adverse effect on our business, results of operations and financial position.

Since our common stock is considered a “penny stock” we are ineligible to rely on the safe harbor for forward-looking statements provided in Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities and Exchange Act of 1934, as amended (the “Exchange Act”).

#### **Plan**

The Company’s focus is on commercializing under-utilized waterfront properties throughout the Hawaiian Islands. We negotiate with Federal, State, and local governments to ease land use restrictions and regulations on undeveloped coastal properties in order to design and operate passive recreational and/or visitor serving

income projects. We also partner with land owners and developers on similar projects on privately owned land. However, we limit real estate risk by avoiding mortgage debt.

Our development team specializes in identifying available public land holdings and then entering into public / private partnerships for the expert operation of eco-tourism facilities and other sustainable recreational concessions.

By searching the tax rolls for suitable private land holdings, we can offer novel solutions for coastal properties burdened by overly restrictive land use regulations. We successfully negotiate workable development agreements and conservation easements that include both native habitat and ecosystem restoration components along with unique recreational opportunities. In this way, governments further their land management mandates while at the same time provide landowners substantial tax benefits and income opportunities. The result is the creation of an income source or a construction opportunity and value for HHGI.

Hawaiian Hospitality Group, Inc.'s core objective –to deliver innovative land use solutions that will generate sizable income from concessions with the smallest ecological footprint– implies a significant opportunity. Added value should be created through strategic and targeted acquisitions and balance sheet optimization. By sharing best practices, learning curve effects and economies of scale, tremendous synergies are likely to emerge during the next several months when further projects will be undertaken and the business model is comprehensively extended.

The management's engineering and business expertise complement the core objective. The benefits of the company's established and broad network of contacts should mitigate execution risk and competitive pressures.

While HHGI is a relatively early stage company, the progress the company has made – evident in the development of its property portfolio, the management team that has been put in place as well as the choices management has made in order to access available capital resources– have put the company on a sound foundation in order to succeed

### **Impact of Current Economic Conditions**

The future bookings of the Company seem to indicate that after a slow down in 2009, the special event business is recovering nicely, and the Company experienced better than expected bookings for the first quarter of 2012, but has seen indications that future bookings will remain weak.

While poised for growth, the Company cautions that the global economic slow-down may still have an effect on the Company's business as individuals and corporations tighten their belts during this period of uncertainty. This is especially true

of special events held at our facilities that rely somewhat on tourism as the instability in the currency markets negatively affects discretionary spending.

## **2. Results of Operations**

### **The Three Months Ended March 31, 2012**

For the three months ended March 31, 2012, we recorded a net operating profit attributable to common stockholders of \$11,034, decreasing the accumulated deficit from \$(2,941,017) to \$(2,929,983). All of the operating income was a result of the operations of Loulu Palm Estate, which was a winner for the second year in a row of the *KNOT* magazine award for best Hawaiian wedding venue.

### **Liquidity Issues**

The Company's earnings history, aggressive production enhancement program and aggressive acquisition's policy has resulted in increased trade payables. The Company has reinvested cash flows generated from operations into enhancement of productivity and improvements to its properties. The cost of these improvements, while contributing to its ability to generate profitable operations, has placed the Company in a highly leveraged position and requires the company to raise additional capital.

The Company is looking to add outside capital to make acquisitions and sustain operations.

The Company's liquidity and ability to achieve profitability is dependent on its ability to raise capital to improve its leverage position and to generate adequate production volume to sustain its operations and service debt.

### **Net Cash Provided by Operating Activities**

Cash flows provided (used) by operating activities were \$ 55,762 for the three months ending March 31, 2012.

### **Critical Accounting Policies and Estimates**

Management's discussion and analysis of our financial condition and results of operations are based upon our consolidated financial statements, which have been prepared in accordance with accounting principles generally accepted in the United States of America. Our significant accounting policies are summarized in the Notes to our financial statements contained herein. Financial statement preparation also involves the use of estimates. We believe the following to be the most critical of our significant accounting policies and our estimates in the preparation of our financial statements.

### **3. Off-Balance Sheet Arrangements**

There are no off-balance sheet arrangements.

### **Item5. Legal Proceedings**

There are no legal proceedings pending against the Company, its directors, or officers. Management is unaware of any action, claim or investigation anticipated against the Company, its directors, and officers.

### **Item6. Default Upon Senior Securities**

There has been no material default in payment of principal, interest, or any other material default not cured within 30 days with respect to any indebtedness of the issuer exceeding 5% of the total assets of the issuer.

### **Item7. Other Information**

#### **1. Definitive Agreements**

The Company has not entered into any Definitive Agreements during the quarter.

#### **2. Termination of Definitive Agreement**

The Company has not terminated any Definitive Agreements during the quarter.

#### **3. Completion of Acquisition or Disposition of Assets**

The Company has not completed any acquisitions or disposed of any assets during the quarter.

#### **4. Creation of direct financial obligation**

The Company has not created any new debt or financial obligation during the quarter.

#### **5. Triggering Events that Accelerate or Increase Financial Obligations**

The Company has no events that would trigger acceleration or increase in financial obligations this quarter.

#### **6. Costs Associated with Exit or Disposal of Assets**

The Company has no costs associated with exit or disposal of assets.

#### **7. Material Impairments**

There are no material impairments for this quarter.

#### **8. Sales of Equity Securities**

The Company has not sold any securities during the quarter.

#### **9. Material Modification of Rights of Security Holders**

There has been no modification of rights of security holders.

#### **10. Changes in Certifying Accountant**

There have been no changes in the Company's certifying Accountant.

#### **11. Non-Reliance on Previously Issued Financial Statements**

There has been none this quarter.

#### **12. Changes in Control of the Issuer**

There has been no change of control of the Issuer in this quarter.

#### **13. Departures of Directors, Principal Officers, Election of Directors; Appointment of Principal Officers**

The Company saw no departures of principal officers during the period ending March 31, 2012.

#### **14. Amendments to the Articles of Incorporation**

There have been no amendments to the Articles of Incorporation this quarter

#### **15. Amendments to Issuer's Code of Ethics**

There have been no changes to the Issuer's Code of Ethics.

### **Item 8. Exhibits**

All exhibits required under Items XVII and XIX of Section One of the Reporting Guidelines have already been described and attached in prior disclosure statements, and have not changed since such prior statements.

## Item9. Certifications

I, Linda Kress, certify that:

1. I have reviewed this Quarterly Statement for the three month period ending March 31, 2012 of Hawaiian Hospitality Group, Inc.

2. Based on my knowledge, this disclosure statement does not contain any untrue statements made, in light of the circumstances under which such statements were made not misleading with respect to the period(s) covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for the periods presented in this disclosure statement.

The undersigned hereby certifies that the information herein is true and correct to the best of my knowledge and belief.

Dated this 14th day of May, 2012

Hawaiian Hospitality Group, Inc.

By: /s/ Linda Kress

Linda Kress, CEO and Chair of the Board of Directors

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