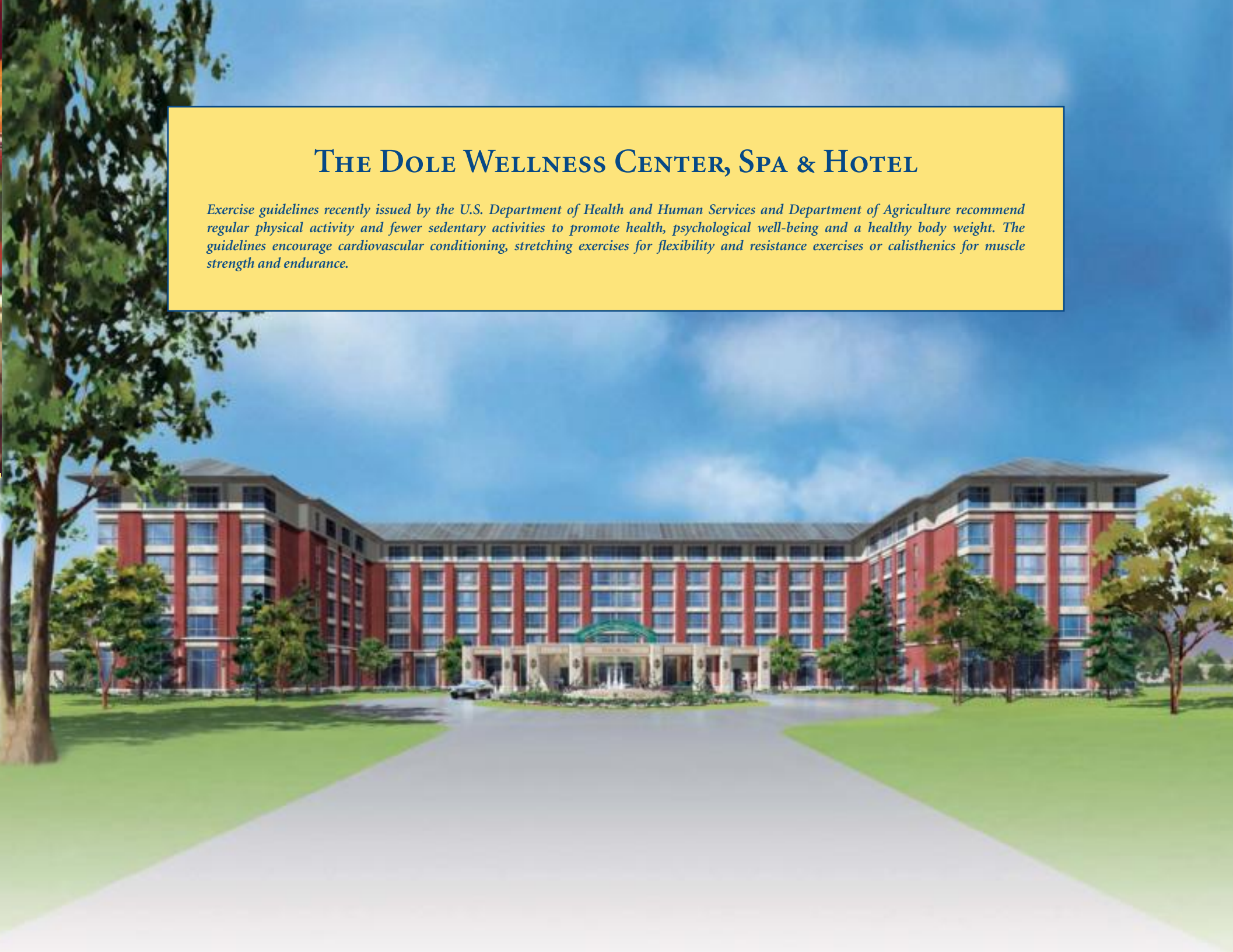


THE DOLE WELLNESS CENTER, SPA & HOTEL

Exercise guidelines recently issued by the U.S. Department of Health and Human Services and Department of Agriculture recommend regular physical activity and fewer sedentary activities to promote health, psychological well-being and a healthy body weight. The guidelines encourage cardiovascular conditioning, stretching exercises for flexibility and resistance exercises or calisthenics for muscle strength and endurance.



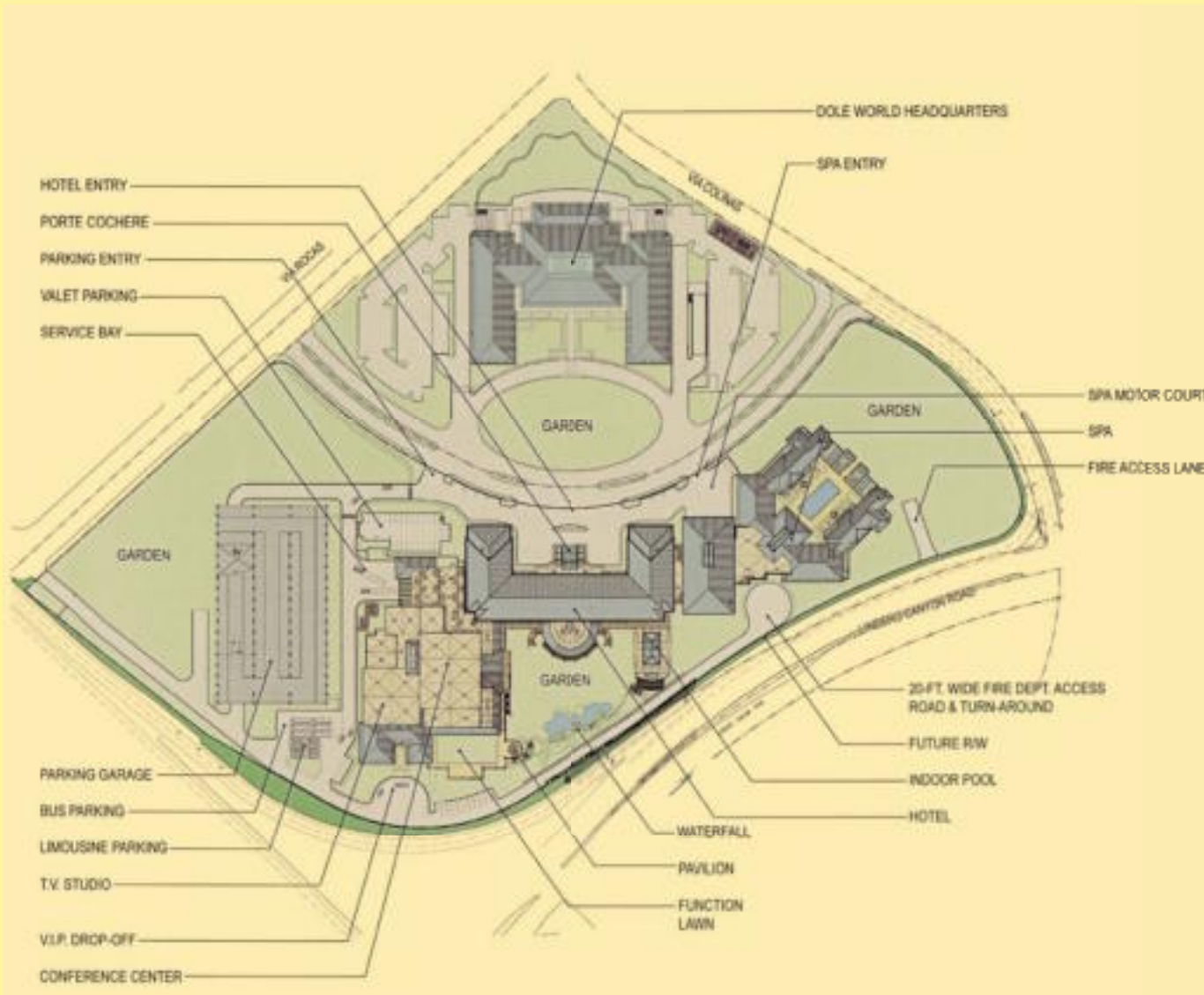
THE DOLE WELLNESS CENTER, SPA & HOTEL

March 2004 marked the beginning of construction for the premiere wellness center, medical spa and **Four Seasons Westlake Village** hotel to be built amid beautifully landscaped gardens spanning the 20 acres directly across from Dole's corporate headquarters in Westlake Village, California.

As California Governor, Arnold Schwarzenegger, said at the groundbreaking, "It's absolutely remarkable. It will be the most advanced spa in the world." Spa-goers and health-seekers are expected to flock to the approximately 750,000 square foot complex, nestled in the valley of the Santa Monica mountain-range, 35 miles north of Los Angeles, making it an ideal destination both for those seeking day treatments, as well as for those who want to immerse themselves in the total wellness experience for an extended stay. The relative proximity to some of California's largest corporate headquarters, as well as the Los Angeles area's premiere golf course at Lake Sherwood, will provide an attractive and convenient location for conferences, retreats and executive stays.

Right: David H. Murdock accepts congratulations from California Governor Arnold Schwarzenegger at the groundbreaking ceremony for the Dole Wellness Center, Spa and Hotel held March 12, 2004.





THE DOLE WELLNESS CENTER, SPA AND HOTEL SITE PLAN



THE DOLE WELLNESS CENTER, SPA & HOTEL

The 270-room, six-story **Four Seasons Westlake Village** is built to five-star standards. Included in the new complex are conference and function facilities, as well as a specialty restaurant and spa café.

The spa will feature 26 treatment rooms, each with private outdoor gardens, plus a lap pool, watsu pool, hydrotherapy pools, Vichy showers and steam rooms. Spa treatments such as lomi lomi massage and lava rock massage reflect Dole's Hawaiian roots, while ayurvedic treatments such as Abhyanga (a two-person, synchronized hot oil massage) and Shirodara reflect a holistic bent.

Project Partner, **ARCUS Enterprises, Inc.**, a new business development company owned by WellPoint Health Networks, is developing a high-tech, innovative well-being center within the overall complex where visitors can browse shops or meet with a personal health coach. An integral partner of the Wellness Center, **California Health and Longevity Institute** will occupy 15,000 square feet of the complex and include four doctors' suites staffed with skilled physicians and diagnosticians who will administer tests and prescribe tailored treatments geared toward extending and enhancing life.

Upper & lower right: Fitness classes will enhance guests' visits to the Wellness Center and Spa.

