

PRESS RELEASE

KING'S HAWAIIAN®



Quick Start Helps King's Hawaiian Grow Georgia Jobs

Signing Ceremony Held April 7, 2014

King's Hawaiian is tripling production capacity at its Oakwood, Ga., bakery, and Georgia Quick Start and Lanier Technical College are partnering with the company to train new employees for the 400 jobs being created in the expansion. This growth brings King's Hawaiian's total Georgia investment to \$100 million.

"We've been partners with King's Hawaiian since they chose Georgia for their first East Coast bakery in 2010," said Jackie Rohosky, Technical College System of Georgia assistant commissioner of economic development programs and head of Quick Start. "We're thrilled that they're thriving here, and honored to help them increase the well-trained workforce that contributes to their continuing success."

Based in California, King's Hawaiian makes the No. 1 branded dinner roll in the United States. The Oakwood expansion will involve expanding the current facility to double its production capacity and building a new, 120,000-square-foot neighboring facility.

The training program for the new employees involves three distinct partners: King's Hawaiian, Lanier Technical College and Quick Start. Quick Start is designing and delivering a variety of job-specific, advanced manufacturing and food-safety courses in areas including mixing, baking, packaging, Good Manufacturing Practices, and Hazard Analysis and Critical Control Points (HACCP). In addition, Quick Start will provide leadership and pre-employment training. Lanier Technical College will be available to assist King's Hawaiian with ongoing training programs.

"Lanier Technical College is honored to be a partner in this training program and the College will provide customized training for years to come as King's Hawaiian looks to increase the technical and professional skills of their workforce" stated Dr. Ray Perren, president, Lanier Technical College.

About Georgia Quick Start

Quick Start is Georgia's internationally acclaimed economic development program that provides customized workforce training at no cost to qualified new, expanding and existing businesses in Georgia. Since 1967, Quick Start has trained more than one million employees through 6,500 projects with a broad range of industries.

About King's Hawaiian

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. A priority for the company is sharing the Hawaiian Way — a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel a part of the King's Hawaiian ohana — extended family. King's Hawaiian operates baking facilities in Torrance, Calif., and Oakwood, Ga. For more information, visit the company's website at www.KingsHawaiian.com, "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.

About Lanier Technical College

Lanier Technical College has a 100% placement rate (83.5% in field), an education guarantee, and offers over 40 programs of study in some of the nation's fastest-growing career fields including healthcare, energy, business and industry, and public or private service. More information about Lanier Technical College and the programs of study may be obtained by calling 770-531-6300 or by visiting www.laniertech.edu. Lanier Technical College is a unit of the Technical College System of Georgia.