

MAUI LAND & PINEAPPLE CO INC  
Form 8-K  
August 10, 2006

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **August 4, 2006**

**MAUI LAND & PINEAPPLE COMPANY, INC.**

(Exact name of registrant as specified in its charter)

**HAWAII**  
(State or other jurisdiction of  
incorporation or organization)

**1-6510**  
(Commission File  
Number)

**99-0107542**  
(I.R.S. Employer  
Identification No.)

**120 Kane Street, P. O. Box 187, Kahului, Maui, Hawaii**  
(Address of Principal Executive Offices)

**96733-6687**  
(Zip Code)

Registrant's telephone number, including area code: **(808) 877-3351**

**NONE**

Former Name or Former Address, if Changed Since Last Report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On August 4, 2006, Maui Land & Pineapple Company, Inc. issued a press release, which sets forth our results of operations for the quarter ended June 30, 2006. A copy of the press release is filed herewith as Exhibit 99.1 and incorporated herein by reference. Such information shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and is not incorporated by reference into any filing of the company, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99 (1) Maui Land & Pineapple Company, Inc. Press Release dated August 4, 2006.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

MAUI LAND & PINEAPPLE COMPANY, INC.

August 10, 2006  
Date

/S/ ROBERT I. WEBBER

Robert I. Webber  
Chief Financial Officer/Senior Vice President  
Business Development  
(Principal Financial Officer)

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