

FOR IMMEDIATE RELEASE

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HEI COMPANIES PITCH IN TO HELP HURRICANE VICTIMS

HONOLULU – Hawaiian Electric Industries, Inc., American Savings Bank and Hawaiian Electric Company announced today a pledge of \$25,000 for Hurricane Katrina relief to go to the American Red Cross and The Salvation Army, and the collection of contributions from the public at any American Savings Bank branch.

“In this time of great need, our aloha extends far beyond our shores to help fellow citizens devastated by this natural tragedy,” said Bob Clarke, chairman, president and CEO of Hawaiian Electric Industries, Inc. (HEI). “Whenever the people of Hawaii have faced times of hardship, the American Red Cross and The Salvation Army have been right there for us and we encourage everyone to support them in any way they can,” said Clarke.

The HEI companies will make an initial contribution of \$10,000 and will match contributions from the public of up to \$15,000. Beginning tomorrow, contributions may be made at any one of American Savings Bank’s 64 branches across the state. Checks should be made payable to either the American Red Cross Hurricane 2005 Relief Fund or The Salvation Army Katrina Disaster Fund.

“The people of Hawaii are very caring and they have responded generously to support the individuals and communities affected by Hurricane Katrina. This is our way to demonstrate that we are in this together with the community to collectively face this enormous challenge,” stated Clarke.

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