



**Media Contact:**

Ann Nishida Fry, Hawaiian Telcom  
(808) 546-1888

**Investor Relations Contact:**

Brian Tanner, Hawaiian Telcom  
(808) 546-3442

**For Immediate Release**

**Hawaiian Telcom Launches 4G Wireless Smartphone Service**

*Offers Remote Office Mobility and Savings when Bundled with Business All-in-One*

HONOLULU (July 23, 2012) -- Hawaiian Telcom Holdco, Inc. (NASDAQ: HCOM) today announced the company's introduction of 4G wireless service with smart devices and service packages targeting small and medium-sized businesses.

When combined with Hawaiian Telcom's Business-All-in-One bundle, which consists of hosted voice-over-IP, broadband Internet, and multi-threat security protection, Hawaiian Telcom's 4G smart devices offer levels of business productivity tools and savings that enable businesses to mobilize their workforce.

"Demand for unified mobility solutions is growing with the advent of smart devices, cloud-based applications and faster 4G mobile data networks," said Brad Fisher, Senior Vice President – Strategy & Marketing. "Hawaii businesses want to increase worker productivity and optimize the value of workflow data in an increasingly mobile workplace, and Hawaiian Telcom's 4G wireless solutions will help them to realize those objectives," said Fisher.

4G smart devices are changing the way small and medium-sized businesses operate. In a recent Yankee Group survey, companies said they are investing in mobile to accelerate customer responsiveness, improve worker productivity by allowing access to existing applications and transform business processes to improve operational efficiencies (*reference: Yankee Group 2011 US Enterprise Mobility - IT Decision Maker Survey*).

By integrating Hawaiian Telcom's Business-All-in-One bundle and 4G wireless services, Hawaii businesses can take advantage of useful features that make communications seamlessly mobile, whether an employee is working at the office, at home, or on the road. A benefit of the Business-All-in-One and wireless bundle is the *Business Anywhere* feature, which allows users to control where business calls are received, and to move calls from desk to mobile or mobile to desk instantly and without interruption. For example, if an office conference call runs overtime and a salesperson needs to leave for an appointment with a customer, the call can be moved from the desk phone to mobile, allowing the salesperson to finish the call on the road and arrive on time.

Also, a single inbox gives users access to check voicemail, faxes, and email on their mobile device, wherever they are.

“Our customers are telling us they want the full benefits of a mobility investment to free up staff from being tied to their workstations,” Fisher said. “Hawaiian Telcom has responded by building a robust small business communications platform that gives workers the ability to access crucial information when they need it, anytime, anywhere.”

Hawaiian Telcom provides locally-based expertise for all business communications needs and personalized support from Hawaii’s trusted partner. Wireless customers also receive free access to Hawaii’s largest Wi-Fi network. Hawaiian Telcom’s full array of 4G smartphones and devices, plus rate plans and information on other next generation business-enabling communication services is available at [hawaiiantel.com](http://hawaiiantel.com) via the Business > Products > Wireless tabs or by calling 643-4411.

### **Forward-Looking Statements**

In addition to historical information, this release includes certain statements and predictions that constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In particular, any statement, projection or estimate that includes or references the words “believes”, “anticipates”, “intends”, “expects”, or any similar expression falls within the safe harbor of forward-looking statements contained in the Reform Act. Actual results or outcomes may differ materially from those indicated or suggested by any such forward-looking statement for a variety of reasons. More information on potential risks and uncertainties is available in recent filings with the Securities and Exchange Commission, including Hawaiian Telcom’s 2011 Annual Report on Form 10-K. The information contained in this release is as of July 23, 2012. It is anticipated that subsequent events and developments may cause estimates to change.

### **About Hawaiian Telcom**

Hawaiian Telcom Holdco, Inc., headquartered in Honolulu, is Hawaii’s leading provider of integrated communications solutions for business and residential customers. With roots in Hawaii beginning in 1883, the Company offers a full range of services including voice, video, Internet, data, wireless, and advanced communication and network services supported by the reach and reliability of its network and Hawaii’s only 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always On<sup>SM</sup> customer experience. For more information, visit [www.hawaiiantel.com](http://www.hawaiiantel.com).

# # #