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For Immediate Release

Hawaiian Telcom Launches “TV Everywhere”

TV Customers’ Mobile Access Enabled for 2012 London Olympics and Beyond

HONOLULU, HAWAII — JULY 25, 2012 — Hawaiian Telcom Holdco (NASDAQ: HCOM), Hawaii’s leader in integrated communications solutions, today announced the launch of TV Everywhere, enabling Hawaiian Telcom TV subscribers to view NBC Universal’s multiplatform coverage of the 2012 London Olympic Games with over 3,500 hours of live events plus replays – on any screen or device, at anytime, anywhere.

TV Everywhere programming will be provided at no additional charge to Hawaiian Telcom TV customers who subscribe to the same channels in their TV line-up. Customers can use the TV Everywhere feature to conveniently access all 2012 Olympic coverage, with more exciting content to come, all viewable on any Internet-connected smartphone, tablet, or computer in their home, at work, or while traveling nationwide.

The 2012 Olympic Games feature unprecedented multiplatform coverage of all 32 sports and all 302 events on NBC Olympics Live Extra streaming at NBCOlympics.com and with the NBC Olympics Live Extra App (also known as NBC On the Go) available from July 25 through August 12. Along with NBC Olympics On-Demand, Hawaiian Telcom TV customers have access to Olympic programming at their convenience and at no extra cost – on-air, on demand, online, and On the Go.

Following the 2012 Olympic Games, Hawaiian Telcom will expand the TV Everywhere feature to include other popular channels with thousands of full-length movies, TV shows, and clips available on demand, on the most popular connected devices, wherever the customer may be.

“With TV Everywhere, Hawaiian Telcom is moving ahead with our commitment to provide customers with innovation, compelling content, and now mobility for the best TV experience in Hawaii,” said Brad Fisher, Hawaiian Telcom’s Senior Vice President – Strategy and Marketing. “Our customers are active, busy people, and TV Everywhere delivers wall-to-wall Olympic viewing On the Go – wherever they are, when the time is right for them, using their broadband device of choice.”

To start watching the 2012 Olympic Games from anywhere, Hawaiian Telcom TV customers should visit <http://www.hawaiiantel.com/NBCOlympics> for easy-to-follow instructions. Customer access is enabled through a registration and authentication process that confirms the online user is a Hawaiian Telcom TV subscriber. Once authenticated, at home or away, Hawaiian Telcom TV customers can sign in to their online TV account and choose the specific content they wish to view.

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 OnSM customer experience. For more information, visit www.hawaiiantel.com.

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