



**MEDIA ADVISORY**

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**Hawaiian Telcom Commences Staged Launch of TV Service on Oahu**

HONOLULU – Today marks the beginning of Hawaiian Telcom’s staged launch of its TV service on Oahu. On June 24, the State of Hawaii’s Department of Commerce and Consumer Affairs (DCCA) approved Hawaiian Telcom’s video franchise application, allowing the company to offer video services on Oahu.

“We have built a compelling, full-featured TV service using proven technology that has earned highly favorable reviews from trial customers,” said **President & CEO Eric K. Yeaman**. “We realize there is great demand for competition in the video services marketplace and are pleased to begin offering consumers a high-quality choice.”

Hawaiian Telcom TV’s 100 percent digital video service is delivered via the Company’s state-of-the-art, next generation network infrastructure. Programming content and pricing are competitive with what is currently provided by cable and direct broadcast satellite operators. Content includes local and premium channels as well as public education and government channels in service of the community.

Hawaiian Telcom TV highlights include more than 250 channels, Instant Channel Change, Whole Home DVR (record up to four programs at the same time), Video on Demand and the NFL Network in HD. Customers can also bundle TV with other Hawaiian Telcom services, such as high-speed Internet, home phone, and wireless for even greater value and the added convenience of a single bill.

“We are rolling out Hawaiian Telcom TV gradually to selected areas to ensure the delivery of superior service and an ongoing excellent customer experience,” said **Senior VP-Strategy and Marketing Brad Fisher**. “We will expand the availability and capabilities of Hawaiian Telcom TV service over time and look forward to sharing more as our roll-out progresses.”

Oahu residents who live within areas identified for initial delivery of the new TV service will be contacted by Hawaiian Telcom and invited to sign up. More than 250 Oahu residents have been testing the service beginning in late 2010. According to survey results, test customers believe Hawaiian Telcom TV service provides a better overall experience than what is currently provided by our competitors.

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**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 approximately 1,400 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).*