



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Hawaiian Telcom Warns of Phishing Scams on the Rise *Be Alert and Always Protect Your Personal Information*

HONOLULU – Hawaiian Telcom has seen a recent increase in phishing scams and advises customers to be alert and protect their personal information.

Phishing is the criminally fraudulent process of attempting to acquire sensitive information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication. Phishing messages may also include a link to a phony scam site or a pop-up window that looks exactly like a company's official website.

Hawaiian Telcom never requests customer information through email. If customers receive email requesting personal information through a reply or clicking on a hyperlink in the message, they should delete the email without replying.

If email messages are not personalized, contain misspelled words or encourage you to click on a hyperlink embedded in the message, always use caution and verify its legitimacy with the company before responding. For additional information or questions regarding phishing, call Hawaiian Telcom's Corporate Security Department at 643-7111.

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About Hawaiian Telcom

Hawaiian Telcom is the state's leading communications provider, offering a wide spectrum of communications products and services, which include local and long-distance service, High-Speed Internet and wireless services. For more information, please visit www.hawaiiantel.com.