



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Ann Nishida
(808) 546-1888
Ann.nishida@hawaiiantel.com

Hawaiian Telcom Seeks Ultimate UH Warrior Football Fan *Winner to Get 2008 Season Tickets*

HONOLULU – [www.hawaiiantel.com] – Are you the biggest fan of the University of Hawaii Warrior football team? If so, Hawaiian Telcom wants to connect with you.

The UH Warriors are coming off a historic season that took them all the way to the Sugar Bowl, heightening Warrior-Mania. As a new season approaches, Hawaiian Telcom is looking for fans to tell the world why they are the best, wackiest or most rabid Warrior fan in a video. Fans can upload their videos at www.hawaiiantel.com/Warriors and invite family and friends to vote for them. The fan whose video gets the most votes will win a UH season-ticket package. A second winner of a UH season-ticket package will be selected by Honolulu Advertiser Sports Reporter Stephen Tsai. Those who share videos (e.g. forward to a friend) and vote will also be eligible to win prizes from the Polynesian Cultural Center and Sea Life Park.

“At Hawaiian Telcom, our business is facilitating connections. We’re the connection between UH fans and the team,” said Chris Archambault, Interactive Marketing Manager. “The Hawaiian Telcom website will essentially become a YouTube site for Warrior fans this summer.”

(more)

Warrior fans can win one of three ways:

- Submit a video
- Share a video
- Vote for your favorite video

Hawaiian Telcom is entering its fourth year as a Platinum Sponsor of University of Hawaii Athletics.

Fans can begin uploading videos now through September 1, 2008 when the contest ends. Registration is required to participate. For more information, please visit www.hawaiiantel.com.

About Hawaiian Telcom

Hawaiian Telcom is the state's leading telecommunications provider, offering a wide spectrum of telecommunications products and services, which include local and long-distance service, High-Speed Internet and wireless services.

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