



For Immediate Release

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Hawaiian Telcom Celebrates Five Years of TV on O‘ahu *\$38 Million Annualized Revenue Stream Created by Fiber-Based TV Service*

HONOLULU (Tuesday, July 5, 2016) – This month [Hawaiian Telcom](#) celebrates five years of providing a superior choice for home entertainment on O‘ahu.

“Watching Hawaiian Telcom TV grow into a \$38 million annualized revenue stream as we expanded our next-generation fiber network has been truly remarkable,” said Scott Barber, President & CEO. “Our state’s residents and businesses are reaping the benefits of the millions of dollars we’ve invested to lay state-of-the-art fiber infrastructure into Hawai‘i’s neighborhoods.”

Hawaiian Telcom TV, Hawai‘i’s only Internet Protocol television (IPTV) service, launched in July 2011 in a market previously dominated by a monopoly cable TV provider. Today more than 37,000 customers subscribe to Hawaiian Telcom TV, including over 8,000 subscribers in more than 60 multi-family buildings such as high-rise condominiums and townhouses.

Growth in multi-family units is buoyed by Hawai‘i’s construction boom, particularly in Kaka‘ako where about a dozen high-rises have sprung up in recent years. Seventy percent of these newly built high-rise buildings opted for Hawaiian Telcom TV and High-Speed Internet service due to the numerous advantages of these fiber-based services.

“This market was hungry for a better choice and our customers quickly recognized the advantages of Hawaiian Telcom TV, which was created and launched by our team right here in Hawai‘i to meet the needs of this community,” said Jason Fujita, Vice President – Consumer Sales and Product Marketing. “Thanks to our incredible visual and audio clarity and unique, innovative features, our penetration rate comes close to that of national IPTV providers that have offered TV service for twice as long as Hawaiian Telcom has.”

“Hawaiian Telcom’s fiber network is a powerful foundation that fuels growth for advanced services like its IPTV service,” said Barry Sine, Director of Equity Research for Drexel Hamilton. “Hawaiian Telcom TV with its impressive high definition picture and exciting array of Asian broadcast channels and features that appeal to the diverse cultures in its local marketplace is an attractive option that brought much-needed competition to O‘ahu.”

Hawaiian Telcom TV has grown dramatically since its launch, adding more than 150 channels so customers can subscribe to more than 450 video and music channels. Hawaiian Telcom TV exclusives include its Whole Home DVR (Digital Video Recorder) feature, which enables every TV in the home with the same enhanced features and channel line-up for one subscription, instant channel change with no lag time, MultiView, which enables viewing of three programs on one screen, and applications such as Stingray Karaoke that can transform a living room into a karaoke lounge. In addition, Hawaiian Telcom’s TV Everywhere mobile app enables access to live streaming and On Demand content for more than 80 networks and premium channels.

“Our investment in our next-generation fiber network enabled Hawaiian Telcom to offer a better choice for TV service, which is not only great for customers, it’s a game-changer for our business,” said Barber.



“Launching Hawaiian Telcom TV was a pivotal point in our more than 130-year history in the islands and really marks the moment when we began our transformation into Hawai‘i’s technology leader.”

The majority of Hawaiian Telcom TV customers also subscribe to the company’s High-Speed Internet service. Hawaiian Telcom offers Hawai‘i’s fastest Internet with speeds of up to 1 gigabit-per-second. The increasing number of bandwidth-hungry devices in a home coupled with growing demand for high-bandwidth services such as streaming video fuels the need for one-gig speed.

“Hawai‘i is the only market that we serve and where we make all our decisions,” added Fujita. “In light of anticipated changes coming to the TV marketplace, now is a great time to consider switching to Hawaiian Telcom TV.”

New customers who sign up for service in July will receive one-month of free TV service every year. To thank customers for their loyalty and support, Hawaiian Telcom is giving all existing TV customers a free Video on Demand.

In May, Hawaiian Telcom opened a new Total Entertainment Kiosk at Pearlridge Center – Uptown on the ground floor near Charlotte Russe to showcase its TV service. Visit hawaiiantel.com/TV for more information on Hawaiian Telcom TV or call (808) 643-4888.

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About Hawaiian Telcom

Hawaiian Telcom (Nasdaq: HCOM), headquartered in Honolulu, is Hawai‘i’s technology leader, providing integrated communications, broadband, data center and entertainment solutions for business and residential customers. With roots in Hawai‘i beginning in 1883, the Company offers a full range of services including Internet, video, voice, wireless, data network solutions and security, colocation, and managed and cloud services supported by the reach and reliability of its next generation fiber network and a 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.