



For Immediate Release

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**Hawaiian Telcom Welcomes Matsumoto, Promotes Freitas
*Industry Veteran Joins Hawai'i's Technology Leader***

HONOLULU (January 18, 2017) – [Hawaiian Telcom](http://www.hawaiiantel.com) (NASDAQ: HCOM) announced that Neal Matsumoto has joined the company as Director of Consumer Direct Sales and that 39-year company veteran Phyllis Freitas has been promoted to Director of Business Sales.

Matsumoto, who brings more than 16 years of experience in sales and marketing, leads Hawaiian Telcom's Multi-Dwelling Unit (MDU), Door-to-Door and Wireless sales teams. He previously served as manager of multi-dwelling units for Time Warner Cable, now owned by Connecticut-based Charter Communications.

"Neal's wealth of expertise in direct sales will drive growth and efficiency as our consumer services including Hawaiian Telcom TV evolve and grow," said Jason Fujita, Vice President – Consumer Sales and Product Marketing. "As Hawai'i's only local TV provider, we continue to enhance our services to meet the changing needs of our customers, and Neal's extensive knowledge of our market and proven record of performance made him the perfect fit for this role."

The O'ahu launch of Hawaiian Telcom TV, Hawai'i's only Internet Protocol television service, in July 2011 marked a pivotal point in the company's more than 130-year history. More than 39,800 customers subscribe to Hawaiian Telcom TV delivered over the company's advanced, next-generation fiber network, which also enables Hawai'i's fastest internet service.

Freitas, who has more than 30 years of sales experience, leads Hawaiian Telcom's Business Sales channels including Corporate, Major and Inside Sales as well as the company's Business Sales Call Center. She joined Hawaiian Telcom as an operator in 1978.

"Phyllis is an experienced sales professional with an outstanding track record of success," said Paul Krueger, Vice President – Business Sales and Product Marketing. "Her passion, expertise and drive to deliver exceptional service to every customer underscores our commitment to this state as Hawai'i's Technology Leader."

A Mililani High School graduate, Matsumoto earned a Bachelor of Business Administration in Marketing from the University of Hawai'i at Mānoa. He serves on the board of the Aloha Council of the Boy Scouts of America.

A graduate of St. Joseph High School in Hilo, Freitas earned a Bachelor of Arts degree in Business Administration and a MBA from Chaminade University.

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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.