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NEWS RELEASE

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AMERICAN SAVINGS BANK INTRODUCES CHINESE LANGUAGE ATMS TO HAWAII MARKET

HONOLULU – In response to customer requests, American Savings Bank recently introduced Chinese language ATMs at its Chinatown and Liliha branches. The Chinese language ATMs are the first in the Hawaii market.

“About eight out of every 10 Chinese customers request a Chinese-speaking teller when they visit our branch,” said Thong Songvilay, Chinatown branch manager for American Savings Bank. “We’re pleased to offer this new service for our customers, which has been very well-received, especially with the younger Chinese community.”

To supplement the Chinese language signage located near the ATMs, employees from both Chinatown and Liliha branches have been canvassing in nearby communities and businesses informing them about the new service.

“Offering this service to our Chinese speaking community is part of our continued dedication to being Hawaii’s most innovative and convenient retail bank,” said Tim Schools, president of American Savings Bank. “In today’s market, banks have to be responsive and, not only listen to what its customers have to say, but also be willing to address those needs.”

In addition to Chinese ATMs, American Savings Bank has been on the forefront of introducing ATMs, bank-by-phone services, Department of Hawaiian Homeland conventional mortgage loans, and in-store locations in Hawaii. In 2007, American Savings Bank changed the paradigm of Hawaii’s retail banking by offering consumers the most extensive banking hours in the state and creating the market’s most



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advantageous home equity loan. Most recently, American Savings Bank introduced “ASB Free Checking,” the most comprehensive checking account available in Hawaii.

Serving Hawaii’s businesses and communities for more than 80 years, American Savings Bank is Hawaii’s third-largest financial institution based on 2007 year-end asset size and has the second-largest branch network in the state, with 63 branches and over 200 automated teller machines. American Savings Bank provides a full range of financial products and services, including commercial and consumer banking, insurance and investments. For more information, visit asbhawaii.com.

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