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American Savings Bank Signs with Fiserv

Integrated Solution Matches Retail-Focused Bank's Goals

BROOKFIELD, Wis.--(BUSINESS WIRE)-- Fiserv, Inc. (NASDAQ:FISV), the leading global provider of financial services technology solutions, announced today that American Savings Bank, a subsidiary of Hawaiian Electric Industries, Inc. (NYSE:HE), has chosen Fiserv to provide a complete, enterprise-wide banking solution based on the Signature Bank Platform from Fiserv. American Savings Bank, a \$5.2 billion institution headquartered in Honolulu, Hawaii, selected Fiserv based on its ability to provide solutions to meet the bank's objectives and goals. In particular, the bank's decision makers cited Fiserv's multi-channel capabilities as "head and shoulders" above the competition.

The strength of Fiserv solutions in data and analytics enhances the bank's ability to have information available to service new and existing customers effectively. Regardless of touch point - online, branch or call center - Fiserv enables a differentiated and improved user experience as a "partner in possibility" to increase customer satisfaction and banking efficiencies. The new solution for American Savings Bank includes more than 20 products from Fiserv.

"American Savings Bank wanted a system that would work for and with us. We were challenged by extremely manual processes and lack of automation from our technology systems. Through our selection process, we found that Fiserv provided a fresh opportunity for our organization to leverage best-in-class systems to build improved, automated internal processes," said Rick Robel, executive vice president, Operations and Technology, American Savings Bank. "Fiserv offered all of the components we were looking for, coupled with a can-do attitude that proved they wanted to be not only our technology provider, but also a partner in our success."

"Fiserv provides American Savings Bank with a cohesive suite of products, centered upon the powerful Signature Bank Platform. This platform operates on a service-oriented architecture (SOA) model that helps American Savings Bank meet its strategic objectives. Fiserv brings a winning combination of integrated products and services - from account processing and online banking to image capture, risk management and more - to suit the unique needs of the bank and its customers," said Tony Catalano, division president, Bank Solutions, Fiserv. "We have momentum delivering scalable and flexible solutions. We are able to offer American Savings Bank, and other institutions like it, the ability to streamline internal operations resulting in lower costs and an improved experience for their customers."

"We are particularly interested in leveraging business process automation capabilities for account servicing, sales campaigns and referral follow-up all within one integrated platform. This helps us accomplish some of our key goals - to improve our speed in sales, improve our customer's experience and leave more time for relationship building for our employees in

the branches and call center," Robel said. "With Fiserv solutions, we can focus on growth and service quality and make the best use of our employee's and customer's time."

The Fiserv multi-product solution implementation represents all five core competencies: Processing Services, Customer and Channel Management, Business Intelligence and Optimization, Risk and Compliance, and Payments. This strategic implementation will bring innovative improvements in account processing and servicing, electronic document management, risk and performance, source capture optimization, cash management, online banking and bill pay, credit processing, ATM/EFT and loan servicing. Working together with the bank's team, Fiserv will focus its expertise to help American Savings Bank transform the way it does business and interacts with its customers.

About American Savings Bank

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 assets and has the second-largest branch network in the state, with 61 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.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

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Source: Fiserv, Inc.