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## NEWS RELEASE

### **FOR IMMEDIATE RELEASE**

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## **AMERICAN SAVINGS BANK LAUNCHES MOST COMPREHENSIVE CHECKING ACCOUNT SERVICE IN HAWAII**

***“ASB Free Checking” Only Checking Account Offering Free ID Theft Protection,  
Free Check Card with Travel Awards, Free Online Bill Pay, Free First Set of  
Checks, and No Minimum Opening Balance***

**HONOLULU** – American Savings Bank today announced the launch of its “ASB Free Checking,” the most comprehensive checking account service available in Hawaii. ASB Free Checking is the only checking account in the state offering free ID theft protection, free check card with travel awards, free online bill pay, free first set of checks and no minimum opening balance.

“American Savings Bank is always looking for ways to offer new and innovative products, while keeping in mind what our customers want and need,” said Tim Schools, president of American Savings Bank. “We developed ASB Free Checking to provide our customers with a variety of services, many of which are not available through any other bank in Hawaii or which come with a fee. This product is attractive because it offers ‘no strings attached’, eliminating requirements like a minimum opening balance or a limited number of transactions per month. It’s an ideal product and works for everyone.”

ASB Free Checking’s free ID theft protection service includes automatic enrollment in American Saving Bank’s IDSafeChoice program. As part of the program benefits, when a customer reports or suspects a breach of personal identification information, a Personal Recovery Advocate is assigned to put together a personalized recovery plan and work with the three major credit bureaus, Federal Trade Commission, Social Security Administration, U.S. Postal Service, Department of Motor Vehicles, and local and federal law enforcement, among others, to completely restore a customer’s identity to pre-incident status. The



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advocate also provides ongoing follow-up with the customer for up to a year, in case any other problems occur relating to a customer's claim.

In addition to free enrollment in IDSafeChoice, another significant component of the ASB Free Checking account is the free awards-earning debit card through which customers can earn points towards travel, merchandise, downloadable ringtones and music, gift cards and certificates, and other benefits.

Additional conveniences available through ASB Free Checking include:

- no daily balance requirement to avoid a service charge
- no monthly account maintenance fee
- no per check service charge
- free online bill pay
- free unlimited check writing

ASB Free Checking represents another milestone for American Savings Bank who was on the forefront in introducing ATMs, bank-by-phone service, in-store locations in Hawaii and, most recently, extended branch hours offering the longest weekday, weekend and holiday banking hours in the state.

Serving Hawaii's businesses and communities for more than 80 years, American Savings Bank is Hawaii's third-largest financial institution with \$6.8 billion in assets and the second-largest branch network in the state, with 63 branches and nearly 200 automated teller machines. American Savings Bank provides a full range of financial products and services, including commercial banking, consumer deposits, loans, insurance and investments. For more information, visit [asbhawaii.com](http://asbhawaii.com).