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FOR IMMEDIATE RELEASE

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Best Bank for Baby Boomers
American Savings Bank named best bank for baby boomers

HONOLULU, HAWAII, May 14, 2014 – American Savings Bank (ASB) has been named the Best Bank for Baby Boomers by GoBankingRates.com, an online resource providing information on competitive rates, products, and investment strategies.

GoBankingRates.com surveyed financial institutions across the country to find the 10 best banks for baby boomers. ASB's commitment to customer service, accessibility, and retirement planning services all contributed to its inclusion on this list.

About American Savings Bank (ASB)

Since 1925, American Savings Bank has served Hawaii's businesses and communities providing a full range of financial products and services, including business and consumer banking, insurance and investments. ASB is one of Hawaii's leading financial institutions with online and mobile banking services and branch locations statewide offering evening, weekend and holiday hours. ASB since 2010 has been named "Best Place to Work in Hawaii" for five consecutive years. For more information, visit www.asbhawaii.com.

For more information, please contact: Jayson Harper, FVP, Director of Communications and Public Relations, office (808) 538-2652, mobile (808) 294-8495, jharper@asbhawaii.com.

MEDIA NOTE: Link to GoBankingRate.com article on ASB

<http://www.gobankingrates.com/savings-account/american-savings-bank-best-bank-baby-boomers-honolulu/>

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