

First Hawaiian Bank Donates \$25,000 to Aloha Initiative: Branches to Serve as Collection Points for Fundraising Efforts

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BRANCHES TO SERVE AS COLLECTION POINTS FOR FUNDRAISING EFFORT

(Honolulu, Hawaii, May 23, 2011) – First Hawaiian Bank will donate \$25,000 to The Aloha Initiative and all of its branches will serve as collection points for the effort, according to an announcement today by Ray Ono, First Hawaiian Bank vice chairman. Those interested in making a contribution to The Aloha Initiative may do so at any First Hawaiian Bank in Hawaii, Guam and CNMI through June 30, 2011.

The Aloha Initiative is a program of the Japanese Cultural Society of Maui to provide citizens of Japan displaced by the March earthquake, tsunami and nuclear crisis with a home in the islands. Japan residents selected for the program will be done on the basis of greatest personal need and circumstance. Those chosen will be flown to Hawaii and spend up to 90 days with host families willing to take the displaced residents in and provide them with a warm, nurturing environment during their time of crisis. The Aloha Initiative will pay for ground and air transportation to and from Hawaii.

"We plan to commence The Aloha Initiative trips in June and are in the process of matching Hawaii host families with at least 100 individuals of highest and greatest need," according to Keith Regan, co-founder of The Aloha Initiative and past president of the Japanese Cultural Society of Maui. "Our overall goal is to raise \$150,000 which is why we are extremely grateful for the support that First Hawaiian Bank is providing, not only the significant monetary donation but for allowing their branches to serve as collection points for this most important effort," said Maui County Mayor Alan Arakawa who is the Honorary Chair of The Aloha Initiative.

"Hawaii has strong relationships with the people of Japan and we are honored to support our friends as they continue to rebuild their lives," Ono said.

First Hawaiian Bank was one of the local leaders of the post Japanese disaster fund raising efforts. On March 11th the bank formed the "Japan-Hawaii Relief Fund" in support of the relief efforts and contributed the first \$100,000 to the Fund which eventually collected 100 million Yen. This amount was donated directly in Japan to the Japanese Red Cross Society. Additionally, the bank was one of the partners of Aloha for Japan, a partnership of business and government, to raise monies for the American Red Cross in support of the organizations relief efforts.

First Hawaiian Bank is Hawaii's oldest and largest bank with over \$15 billion in total assets and 63 branches throughout Hawaii, Guam and CNMI.

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