



News Release

First Bankcard®

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American Savings Bank® and First Bankcard® Launch Maximum Rewards® Visa® Card

HONOLULU, November 10, 2014 — American Savings Bank® (ASB) and First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards, are announcing the launch of the new American Savings Bank Maximum Rewards® Visa® Card designed with home improvement benefits in mind.

The new American Savings Bank Maximum Rewards® Visa® Card offers point earning benefits with the opportunity to earn bonus reward points on qualifying purchases of home goods. Cardmembers will earn three points (1 point for each \$1 in qualifying purchases plus 2 bonus points for each \$1 in qualifying home good purchases) made at home improvement, furnishing and supply stores and other qualifying merchants during the first 12 billing cycles after the credit card account is opened. Cardholder reward redemption options include cash back as a statement credit, gift cards, travel, and more.

According to United States Census Bureau data from 2009 to 2012, home ownership in Hawaii averaged 58.2% ([U.S. Census Bureau Hawaii Quick Facts](#)). A National Association of Home Builders study in May 2014, indicates there are 260,435 owner occupied homes in Hawaii and a projected \$529.5 million in home improvements to be made by year's end, an average spend of \$2,033 per home ([NAHB Eye on Housing Projections](#)).

"To help customers better stretch their dollars, ASB is excited to offer our new credit card with a rewards program designed to reward home improvement purchases," said Tab Bowers, executive vice president, marketing and business development, American Savings Bank.

"Our partnership with ASB is resulting in a credit card program that stands apart from their competitors and addresses unique needs of their customers," said Stephen F. Eulie, president of First Bankcard. "ASB knows that many Hawaii cardmembers are interested in tackling home improvement projects. This card allows ASB credit card customers to invest in, improve and update their homes while earning rewards on everyday purchases."

The new American Savings Bank Maximum Rewards® Visa® Card features:

- Three points per dollar (1 point for each \$1 in qualifying purchases plus 2 bonus points for each \$1 spend in qualifying home good purchases) for the first 12 billing

cycles after the account is opened.

- One point per dollar spent on all other qualifying credit card purchases.
- No cap on the number of points that can be earned, and the cardmember has five years to use the points before they expire.
- Redeem reward points for travel, gift cards, donations to charity, or cash back as statement credit.
- Custom card art by award-winning Hawaii North Shore shorebreak photographer Clark Little.

For more information on the American Savings Bank Maximum Rewards® Visa® Card and other products, visit www.asbhawaii.com/personal-card-programs.

American Savings Bank has served Hawaii's businesses and communities for nearly 90 years, 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 56 Branches and assets totaling \$5.2 billion. American Savings Bank is a subsidiary of American Savings Holdings, Inc., a subsidiary of Hawaiian Electric Industries, Inc. (HEI).

About American Savings Bank (ASB)

Since 1925, ASB has served Hawaii's businesses and communities by providing a full range of financial products and services; including business and consumer banking, home loans, 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. For five consecutive years, ASB has been named "Best Place to Work in Hawaii" from *Hawaii Business Magazine*. For more than 85 years, ASB has been helping build strong communities. Through their Seeds of Service program, ASB team members have contributed more than 16,500 hours of volunteer time and the bank has given millions of dollars to Hawaii schools, non-profits and community organizations.

About First Bankcard

First Bankcard, a division of First National Bank of Omaha, is a leader in the credit card partnership arena, serving approximately 400 financial institutions, co-brand and affinity partners nationwide. For 60 years, First Bankcard has offered quality products and superior service to help its customers achieve their goals. Visit www.firstbankcard.com for more information.

About First National Bank of Omaha

First National Bank of Omaha is a subsidiary of First National of Nebraska, which is the largest privately owned banking company in the United States. First National and its affiliates have more than \$18 billion in managed assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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