

NEWS RELEASE**FOR IMMEDIATE RELEASE**

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AMERICAN SAVINGS BANK WINS 2010 HEALTHY WORKPLACE AWARD

HONOLULU – American Savings Bank (ASB) was recently selected as winner of the Hawaii Psychological Association's 2010 Healthy Workplace Award in the large business category. As Hawaii's top winner, ASB will represent the state at the National Psychologically Healthy Workplace Awards which will take place in March 2011.

The Healthy Workplace Awards recognize organizations for their efforts to foster employee health and well-being while enhancing organizational performance. Companies are evaluated on their practices in the following areas: Employee Involvement, Work-Life Balance, Employee Growth and Development, Health and Safety, and Employee Recognition.

The Hawaii Psychological Association and the American Psychological Association established the Healthy Workplace Awards in 1999 to promote the importance of psychological health in the workplace.

"There is a direct link between employee satisfaction and organizational success, and Hawaii's best-run businesses understand this," says Hawaii Psychological Association representative Dr. Cindi Dang. "At any level in the organization, when an employee feels like part of a team, they become more invested in and connected to the company and committed to achieving its goals."

"We are honored to be selected for this recognition," says Beth Whitehead, ASB's Executive Vice President & Chief Administrative Officer. "At ASB, we believe that our employees are our most



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valuable asset. We are constantly looking for ways to make ASB a more fun, healthy, and rewarding place to work.”

ASB is committed to becoming the “employer of choice” in Hawaii. To achieve this, the company has implemented numerous initiatives to improve the employee experience. These include a casual dress code, ambassador program to welcome new employees, gym membership discounts, enhanced benefits, weekly payroll, improved communications, and extended sick leave policy to allow for care of family members. ASB University was created to offer a new educational curriculum to develop employees at every level. To foster fun, the company added ping pong tables to employee break rooms and frequently holds contests, such as employee-produced videos, where prizes are awarded to the winners.

Additionally, the company recently launched “ASB LifeBalance,” a program to improve employees’ health and well-being, offering everything from fitness and nutrition classes to seminars on finance and better living. A full-time staff member manages the LifeBalance program, serving as the company’s wellness coach.

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