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FOR IMMEDIATE RELEASE

Bank of Hawaii to Introduce State's First Wireless Mobile Banking Service

HONOLULU, HAWAII (Aug. 9, 2007) – Bank of Hawaii will introduce the state's first wireless mobile banking service on Aug. 12. Bank customers who subscribe to Internet access on their mobile phone or personal digital assistant (PDA) will be able to access their financial accounts through **Bank of Hawaii mobile banking** services without bank charges anytime, anywhere. Regardless of which wireless carrier they use, customers will have a variety of services available at their fingertips including:

- 1) **Online banking (*e-Bankoh Mobile*)** which offers access to account summaries, transaction history, transfers between e-Bankoh accounts and online bill payments. (*An Internet-enabled device is required for this service.*)
- 2) **Online access to the mobile-enhanced Bank of Hawaii website (*mobile.boh.com*)** for branch and ATM locations, rates and services. (*An Internet-enabled device is required for this service.*)
- 3) **“On-Demand” bank text messages** for account balances and three most recent transactions. (*An Internet-enabled device is not required for this service.*)

Al Landon, Bank of Hawaii Chairman and Chief Executive Officer, said, “As a leader in banking technology, we’re dedicated to bringing the best in convenience and service to our customers. Bank of Hawaii was the first to offer online banking in Hawaii and now we’re pleased to be the first in the state to introduce mobile banking for our customers.”

MShift Chief Executive Officer Awele Ndili, Ph.D. stated, “We are proud to partner with Bank of Hawaii, and thrilled to be the first to deploy in Hawaii. Bank of Hawaii demonstrates its innovation and leadership in deploying this state-of-art mobile banking service to its customers.”

Web navigation and access through a PDA or mobile phone is often slow and cumbersome. Through its partnership with MShift Inc., Bank of Hawaii’s mobile banking services will offer faster direct access to bank or account information. Bank customers will be able to access their accounts by visiting **mobile.boh.com** from any Internet-enabled mobile phone, PalmOne OS device, Pocket PC device or RIM Blackberry device. For more information, visit www.boh.com/mobile.

(more)

Bank of Hawaii mobile banking will make use of the security protocols and sophisticated encryption technology built into "eBankoh," its online banking service.

About MShift

MShift®, Inc. is the leading provider of Mobile Banking solutions, with more than 50 deployed financial institution clients. MShift's Mobile Banking solution enables banks and credit unions to offer their customers the convenience of anytime anywhere mobile access to their financial data. MShift's advanced and customized end-to-end mobile solutions enable institutions to rapidly extend their existing online offerings to all mobile devices, including cell phones, iPhone, Blackberry, Palm® and Pocket-PC PDAs, pagers, WAP, SMS, and voice devices. MShift is headquartered in San Jose, California. For more information, please visit <http://www.mshift.com> or call 408-437-2740.

About Bank of Hawaii

Bank of Hawaii Corporation is a regional financial services company serving businesses, consumers and governments in Hawaii, American Samoa and the West Pacific. The Company's principal subsidiary, Bank of Hawaii, was founded in 1897 and is the largest independent financial institution in Hawaii. For more information about Bank of Hawaii Corporation, see the Company's website, www.boh.com.

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