



Hawaiian Electric Company

N E W S • R E L E A S E

Contact Information:
Darren Pai, 808-543-7753
darren.pai@heco.com

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Hawaiian Electric to Give Away 1000 CFL Recycling Kits *Promotion to highlight newly available recycling service*

HONOLULU – Hawaiian Electric Company will give away 1000 free recycling kits for compact fluorescent lights (CFL) in an effort to highlight a newly available recycling service for the energy saving light bulbs.

“This is a limited promotion that’s intended to get the ball rolling on CFL recycling on Oahu,” said Robert Alm, Hawaiian Electric Executive Vice President for Public Affairs. “Although CFLs can be disposed of in household waste in Hawaii, we know many people want to do everything possible to mitigate impacts on the environment.”

Beginning today, the RECYCLEPAK® Consumer CFL Recycling Kit will be available at Hawaiian Electric’s customer service centers at 900 Richards Street and 820 Ward Avenue while supplies last. There will be a limit of one kit per customer. Each kit can hold 6-8 regular sized CFLs or 10-12 mini or specialty CFLs.

The recycling service became available in Hawaii recently after Veolia Environmental Services, a mainland-based recycling company, reached an agreement last year with the U.S. Postal Service that will allow the CFL kits to be shipped through the mail from Hawaii.

“We know that convenience is critical to making a recycling service work. We found other services that are very similar, but none that offer this level of convenience – CFL recycling through the U.S. mail,” Alm said. “We hope this will encourage other companies and organizations to partner in recycling efforts.”

Oahu residential customers who pick up the free kit may pack their spent CFLs in the kits and drop them off at a U.S. Post Office or give them to a U.S. Postal Service mail carrier. Only unbroken CFLs can be mailed. All shipping and recycling costs have been prepaid by Hawaiian Electric Company. The packages are then sent to a specialized recycling center in Arizona which is equipped to recycle CFLs.

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Residential customers on all islands may order kits online at their own expense from www.prepaidrecycling.com or call 1-888-669-9725. Each kit costs \$20, which includes all shipping and recycling fees. The kits cannot be used by businesses which are required to follow state and federal environmental regulations for disposal of universal waste.

CFLs are energy efficient light bulbs, using one-fourth the energy of an equivalent incandescent bulb. They also last longer and produce less heat, reducing the need for air conditioning. CFLs do contain a small amount of mercury, about 5 mg per bulb, basically the tip of a ball point pen.

Hawaiian Electric Company's customer service locations are open Monday thru Friday, 7:30 a.m. to 5 p.m. at Richards Street and 7:30 a.m. to 4 p.m. at Ward Avenue. For more information on the CFL recycling promotion, call 543-7511.

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About Veolia ES Technical Solutions – Electronics Recycling Division

Veolia ES Technical Solutions offers solutions for both large and small quantities of lighting and electronic waste. Our recycling programs are designed to assure compliance with federal and state regulations, safely and cost effectively. With our turnkey services, we handle every step of the recycling process, from packaging, transporting and tracking to processing and issuing certificates of recycling. Because of our extensive service network and advance recycling technologies, our experienced personnel can help you manage the risk associated with improper disposal of lighting and electronic waste.

Veolia Media Contact:

Denise Graham, On Ideas
904-354-2600

denisegraham@onideas.com