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FOR IMMEDIATE RELEASE

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HAWAII BANKERS ASSOCIATION ALERTS
GENERAL PUBLIC ABOUT PHONE SCAM

(Honolulu Hawaii, March 18, 2011)- The Hawaii Bankers Association (HBA) would like to inform the general public about a recent fraudulent phone scam.

The automated phone message identifies the caller as being from a local bank and informs the recipient that their debit or credit card has been blocked, stolen or cancelled due to fraudulent activity. The person is then instructed to press "1" and to provide their account information. HBA urges anyone who receives this call to hang up immediately.

If you have responded to a questionable phone call, text message or email, please contact your bank's customer service department immediately. Customer service numbers are also listed on the back of credit cards.

"The HBA Members want consumers to know that they should never respond to such requests. No legitimate financial institution will ever solicit its customers for personal account information over the phone, via text message or online," according to Gary Fujitani, executive director, Hawaii Bankers Association.

HBA also advises consumers:

- Be wary of unsolicited phone calls requesting account information over the phone or by text or email even if they claim or appear to be on behalf of a bank familiar to you.
- Verify that the phone number that is calling you is indeed your bank's phone number or that the website is authentic before making any transaction.
- Always type the website URL address yourself, never click on a link which could re-direct you to a fraudulent website.
- If you fall victim to a phishing fraud, act immediately to protect yourself by alerting your financial institution, placing fraud alerts on your credit files and monitoring your account statements closely.

The Hawaii Bankers Association is a trade organization made up of member local banks, which include: American Savings Bank, Bank of Hawaii, Bank of the Orient, Central Pacific Bank, Finance Factors, First Hawaiian Bank, Hawaii National Bank, HomeStreet Bank, Ohana Pacific Bank, Pacific Rim Bank and Territorial Savings Bank.

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