



COOL GREEN CLEAN™  
Honolulu

Honolulu Seawater Air Conditioning, LLC  
1132 Bishop Street, Suite 1410  
Honolulu, Hawaii 96813

Tel 808.531.7922  
Fax 808.531.7923  
www.honoluluswac.com

Affiliate of Renewable Energy Innovations, LLC

**NEWS RELEASE**  
**For Immediate Release**  
**May 22, 2012**

Contact: Lori Abe  
McNeil Wilson Communications  
Lori.Abe@AnthologyGroup.com  
(808) 539-3415

**HONOLULU SEAWATER AIR CONDITIONING ANNOUNCES  
FINANCE FACTORS SIGNS ON AS A CUSTOMER**

*Finance Factors Center to Take Advantage of Renewable Energy Alternative*

HONOLULU, HI – May 22, 2012 – Honolulu Seawater Air Conditioning, LLC (HSWAC) announced today that Finance Factors, Ltd. has signed an agreement to utilize the company's seawater air conditioning cooling system. The signed agreement represents another major milestone toward bringing a renewable energy alternative to imported fossil fuels for cooling downtown Honolulu, decreasing the island's environmental footprint and the state's oil dependency.

“Sustainability and energy-efficiency is of utmost importance to Finance Factors and we are pleased to participate in the Honolulu Seawater Air Conditioning's program because of its potential economic and environmental benefits. We look forward to not only reducing our cooling costs, but most importantly reducing our environmental footprint,” said Russell Lau, CEO of Finance Factors.

The agreement secures that Finance Factors will take advantage of the benefits of seawater air conditioning for its Finance Factors Center in downtown Honolulu.

“We are delighted to see yet another company joining the increasing number of building –

– more –

owners and community leaders in the effort of creating a sustainable future for Honolulu,” said Bill Mahlum, President and CEO of Honolulu Seawater Air Conditioning.

Eliminating the need for 178,000 barrels of oil by saving enough electricity to power more than 10,000 homes a year, Honolulu Seawater Air Conditioning’s cooling system is one of the most significant alternative energy projects in Hawaii. The system reduces potable water consumption for air conditioning by more than 260 million gallons, reduces sewage discharge by up to 84 million gallons, and avoids emissions of 84,000 tons of carbon dioxide – the equivalent of removing 15,000 cars from the road – each year. The project is anticipated to generate over \$200 million in construction spending in Honolulu and create more than 900 construction jobs.



### **About Finance Factors**

Finance Factors has been providing financial services in Hawaii since 1952. Started by several island families, the company has grown from a small local enterprise that pioneered personal loans for Hawaii’s working class, into Hawaii’s largest locally-owned depository financial services loan company. Finance Factors specializes in residential loans for purchase, refinance, cash-out, and home equity, as well as commercial real estate loans. Finance Factors also offers some of the best rates on certificates of deposit and savings accounts, with deposits insured by the FDIC. For more information, visit [www.financefactors.com](http://www.financefactors.com).

### **About Honolulu Seawater Air Conditioning, LLC**

Honolulu Seawater Air Conditioning, LLC, is a privately owned company currently developing a seawater air conditioning system for Honolulu. Deep ocean water will be used to deliver renewable cooling to commercial and residential properties in the downtown Honolulu area. For more information, visit [www.honoluluswac.com](http://www.honoluluswac.com).