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Statement Attributable to Aloha Petroleum, Ltd.
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Aloha Petroleum, like other retail merchants, complies with the Payment Card Industry Data Security Standard (PCI DSS), a worldwide information security standard defined by the Payment Card Industry Security Standards Council. These standards include a number of requirements that are designed to protect customer data. Most of the standards address computer and network security, which are frequent targets of attack. The standards are continuously updated to address new issues and new technology. All retail companies that accept credit cards must certify to Visa and MasterCard that they are in compliance with systems and processes for credit card acceptance, storage, and transmittal of data.

Aloha Petroleum constantly upgrades its fuel dispensers and card acceptance equipment to offer customers the latest technology and to comply with the fast changing requirements of PCI compliance. We believe that protecting consumer card data is imperative.

In September of 2010, criminals used sophisticated methods to intercept customer card and PIN information at four Aloha fueling stations in Honolulu. After learning of the incident, Aloha began working closely with investigators and local banks.

Aloha Petroleum also took action to thwart future incidents of this nature. According to Richard North, Aloha Petroleum's director of information technology:

“We installed new locking mechanisms on the fuel dispensers at all Aloha fuel stations. In addition, we stopped acceptance of PIN-based payment cards at specific locations. Because we do not prompt for a PIN, it is impossible for criminals to capture it from the dispenser. The debit cards at these locations are now processed like a credit transaction without requiring a PIN.”

In incidents like this, criminals are looking for bankcards with PINs that they can use to access ATMs. Skimming devices are not new to the retail marketplace and have been used at ATMs as well. Merchants must be vigilant about suspicious activity and always be on guard. The sales associates at all of our company-operated retail sites are trained to be on the alert for any suspicious activity that may occur.

When customer accounts were compromised, the issuing banks stepped in, refunded the stolen money, canceled the cards, and provided new cards and PINs to customers. We applaud the banks for protecting their customers against fraudulent bankcard use. Aloha’s own proprietary fuel charge card, the Save-A Dollar Club card, was not compromised in last year’s incident.

Consumers need to closely check their bank and credit card statements each month. Consumers who have questions about suspicious bankcard charges or activities should contact their bank immediately.

Aloha Petroleum wants to assure its customers that they can use their credit cards at any Aloha-branded fuel stations without worry.

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