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HAWAIIAN ELECTRIC INDUSTRIES INC Form DEFA14A April 11, 2014

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant X

Filed by a Party other than the Registrant O

Check the appropriate box:

Preliminary Proxy Statement Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) o **Definitive Proxy Statement** o **Definitive Additional Materials** \mathbf{X} o Soliciting Material under §240.14a-12

> Hawaiian Electric Industries, Inc. (Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

| | (| | () | | | | |
|---|---|--------------------------------|---|--|--|--|--|
| X | nent of Filing Fee (Check the appropriate box): No fee required. Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. | | | | | | |
| 0 | (1) | | Title of each class of securities to which transaction applies: | | | | |
| | (2) | | Aggregate number of securities to which transaction applies: | | | | |
| | (3) | | Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): | | | | |
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| | April 11, 201 |
|---|---|
| Dear Fellow Shareholder: | |
| You should have recently received a proxy statement and voting materials statement and voting materials) for the 2014 Hawaiian Electric Industric | als (or a notice providing information regarding how to access the proxy es (HEI) Annual Meeting of Shareholders to be held May 7, 2014. |
| Your vote is very important to us. If you have not already voted your proxy statement for information on each of the matters that shareholder. | |
| | any shares you own, it is important that your views be represented. You card or by using telephone or internet voting. Instructions on how to |
| We hope to see you at the meeting. Thank you for your continued support | ort and ownership of HEI. |
| | Sincerely, |
| | , |
| | Chester A. Richardson Executive Vice President, General Counsel, Secretary and Chief Administrative Officer |
| | |