HAWAIIAN ELECTRIC INDUSTRIES INC Form DEFA14A March 21, 2011

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}

Soliciting Material Pursuant to §240.14a-12 o

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

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

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