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## **First National Bank Provides ‘Tax Relief’ for CPAs**

(OMAHA, Neb. Apr. 3, 2008.) – First National Bank has started its own tax relief campaign, “*Relax... You Deserve it!*” which provides stress reduction kits to CPAs throughout the area during tax season, announced Rolland Johannsen, senior vice president of Retail Distribution Group.

“We wanted to do something to acknowledge the long hours that CPAs endure during tax season,” Johannsen said. “We would like to thank and recognize them by giving them something to smile about.”

CPAs and accounting firms in Omaha will receive kits, which include golf and spa certificates, branded towels, golf supplies, snacks, coffee gift cards and more. Branch managers, business bankers and all levels of management from First National Bank will personally deliver the kits to accounting firms through April 21.

“The ‘*Relax... You Deserve it!*’ campaign demonstrates our ongoing commitment to small business throughout the community,” Raj Madan, chief marketing officer of Retail Distribution Group and Consumer Lending Group said. “We value our relationships with CPAs in the area and feel they deserve recognition for all their hard work, especially during this busy time as we build goodwill.”

First National Bank is a subsidiary of First National of Nebraska, Inc. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$20 billion in managed assets and over 7,500 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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