

NEWS RELEASE

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First National Bank Launches New Advertising Campaign

(OMAHA, Neb. September 15, 2008.) First National Bank of Omaha has launched a new advertising campaign, named *Journey*, announced Stephen Zubrod, vice president, Corporate Marketing. *Journey* is customer-centric and demonstrates First National Bank's commitment to the customer, according to Zubrod.

"It is an exciting new direction for First National Bank that looks at the bank's role through the eyes of each customer's personal journey."

Zubrod said whether it's going to college, starting a new business or buying a home, everyone has their own goals. With the tagline, *First National Bank: One with You*, the bank wants to let the public know how it can help its customers reach their destinations.

Zubrod said the campaign is unique because it focuses solely on the customer. "It's no secret that these are tough times for consumers," he said. "We understand the struggles of Americans today and we can help them achieve their goals because of our independence and 150 years of stability."

"*Journey* is filled with empathy, but also reflects our confidence in the future," Zubrod said. "Through these tough economic times, First National Bank remains a strong financial institution that can confidently help our customers pursue their version of the American dream."

The campaign includes four television spots: three in English and one in Spanish targeting its Hispanic market. The initial spots focus on a journey through college, a couple starting a small business and customers renovating a home; while the Spanish-language ad tells the story of an Hispanic customer who is on her journey to achieve the American dream. The campaign also includes a series of print ads, outdoor billboards and drive-thru banners. (A DVD containing the television spots and samples of print ads and outdoor billboards is included in the media kit.)



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First National Bank used Restless, based in Santa Monica, CA as its production company for the television spots. The bank's primary agency, Omaha-based Bozell and Jacobs, is the ad agency for the campaign. (advertising pubs will want names of director and account exec. We'll review their web sites for required information.)

First National Bank is a subsidiary of First National of Nebraska, Inc. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$21 billion in managed assets and more than 8,000 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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