

FOR IMMEDIATE RELEASEContact: Kevin Langin
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(COUNCIL BLUFFS, Iowa - Aug. 20, 2008.) – First National Bank of Omaha (FNBO) will host a grand opening event at its new branch in Council Bluffs, located in the Metro Crossing Shopping Center, 3815 Denmark Ave on Saturday, August 23 from 10 a.m. to 1 p.m., according to Rolland Johannsen, senior vice president, Retail Distribution Group. This is First National Bank’s first branch in Council Bluffs, and its fourth in Iowa, since acquiring Mills County Bank in Glenwood earlier this year.

The event will have family activities and attractions, which include face painting, a magician, an inflatable bouncer, balloon animals, prizes and giveaways. The branch will also offer free food and invites people to enjoy its complimentary gourmet coffee bar. Customers are encouraged to take advantage of special checking, savings, certificates of deposit and loan offers.

First National Bank mystery shoppers will be at nearby Council Bluffs merchants during the grand opening, looking for customers using a First National Bank Visa Check or Credit Card, or Personal Check, and may offer to pay for their purchases.

The branch opened on July 28 and features innovative concepts that were introduced at First National Bank’s locations at Shadow Lake Towne Center in Papillion and at its Old Market branch at 12th and Howard Streets. Johannsen said the branch has a small business center, iris-scanning equipment for access to its safe deposit box; free Wi-Fi throughout the branch; a “super ATM” that scans and prints the images of checks; a concierge; a Scooters™ gourmet coffee bar and a children’s playroom. The branch also has the capability to issue Visa Check Cards instantly.

Johannsen said the full-service branch features an eye-catching glass wall, which incorporates the bank’s “Circle One” logo and native prairie grasses in the design. It features a variable light display at night and extends from the entry vestibule outside of the building through the entire interior length and concludes at the drive-thru.

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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 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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