

**FOR IMMEDIATE RELEASE**Contact: Kevin Langin  
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at New Shadow Lake Towne Center Branch**

(OMAHA, Neb. Dec. 12, 2007.) – First National Bank of Omaha unveiled its new branch design today, featuring a combination of high-tech innovation and personal service designed to provide one of the most unique banking experiences in the country. Concepts introduced at the new branch, located at 7960 Towne Center Parkway within the Shadow Lake Towne Center, will be evaluated for application at other branch locations in the near future, said Rajive Johri, president.

“In conjunction with our 150<sup>th</sup> anniversary, we’ve leveraged a century-and-a-half of experience in providing quality products and superior service to build this new branch solely around the customer,” Johri said. “The idea is to enhance human interaction to create the ultimate customer experience. Essentially, we have merged the convenience of a full-service, community bank with the latest technology to allow customers to make the most of their branch visit.”

Features include a “virtual Koi pond” that directs customers to the appropriate interactive kiosks to complete transactions or get information on products and services; iris-scanning for safe deposit box access; Wi-Fi capability throughout the branch; a dedicated business center for small business customers; a “super ATM” machine that scans checks and prints images of those checks on the deposit receipt; The Coin Wizard, for children; a concierge and a Scooters™ gourmet coffee bar.

“First National Bank’s history has been defined by our emphasis on innovation,” Johri said. “Shadow Lake continues that innovation by highlighting the latest in leading-edge branch technology, but retains our focus on providing superior customer service – keeping us high tech yet high touch.”

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## **Future of Banking, page two**

He said that while other banks have introduced elements of what First National Bank is featuring at Shadow Lake, none have offered this breadth of services. “This is destination banking – the first of its kind in the country,” Johri said. “In fact, we had to develop a lot of the services ourselves because they weren’t available out of the box.”

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, Kansas, South Dakota and Texas.

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