



Nebraska State Treasurer  
Program Trustee



## FOR IMMEDIATE RELEASE

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### **Nebraska Educational Savings Trust Announces Automatic Investment Plan Bonus**

(LINCOLN, Neb. May 4, 2011.) –In honor of 529 Day (May 29), NEST Direct and NEST Advisor 529 College Savings Plans are offering a \$25 Automatic Investment Plan (AIP) Bonus, to be deposited into NEST Direct and NEST Advisor accounts for which an AIP is established during the month of May and an AIP contribution is made by June 30.

AIP is a savings option that allows participants to automatically contribute to their NEST Direct or NEST Advisor accounts directly from their personal checking or savings bank accounts. The contributions are set up on a recurring basis, usually monthly, making contributions easier and more convenient for plan participants. AIP can be established at the time of account opening or later by logging into your account.

The AIP Bonus was announced by State Treasurer Don Stenberg.

“In today’s busy world, many people understand the importance of saving, and want the convenience of *set it and forget it* automatic investments,” said Stenberg. “We want to do everything we can to help participants be successful in saving for higher education so we are extremely pleased to introduce NEST Direct and Advisor’s automatic investment plan bonus.”

“The addition of the AIP Bonus is a reflection of one of the many enhancements by First National Bank when they took over as program manager of NEST in December 2010,” Stenberg added.

Treasurer Stenberg continued, “The annual account fee has been eliminated and program management fees are less than half of what they used to be. I am also pleased that information

and customer service is available at all First National affiliated banks throughout the state of Nebraska, including capabilities to accept contributions and enrollment forms.”

Additional NEST scholarship and bonus opportunities will be announced throughout 2011. For more information regarding the AIP Bonus, visit [www.NEST529Direct.com](http://www.NEST529Direct.com), [www.NEST529Advisor.com](http://www.NEST529Advisor.com), or [www.treasurer.org](http://www.treasurer.org).

NEST is a tax-advantaged 529 college savings plan and provides four plans to help make saving for college simple and affordable: NEST Direct College Savings Plan, the NEST Advisor College Savings Plan, the TD Ameritrade 529 College Savings Plan, and the State Farm College Savings Plan. The Nebraska State Treasurer serves as the Program Trustee. First National Bank serves as the Program Manager, and all investments are approved by the Nebraska Investment Council. Currently, more than 51,500 families in Nebraska and over 146,500 nationwide are saving for their children’s higher education through NEST. For more information, visit [www.NEST529.com](http://www.NEST529.com).

First National Bank is a subsidiary of First National of Nebraska. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$17 billion in managed assets and nearly 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

Investment Are: Not FDIC Insured • No Bank, State or Federal Guarantee • May Lose Value

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