

DISCOVER AND FIRST NATIONAL BANK OF OMAHA SIGN AGREEMENT

Riverwoods, IL, Oct. 5, 2010– Discover[®] Network and First National Bank of Omaha, a top U.S. credit card issuer, announced today a multi-year agreement allowing First National Bank to issue credit cards on the Discover network beginning next year. The deal will provide First National Bank customers with greater choice when selecting a payment method and opens the door for additional direct, agent bank and co-brand issuing opportunities.

“This relationship with an innovative, top-tier organization is a great opportunity to further develop our issuing business,” said Kevin O’Donnell, Vice President of Credit Issuance at Discover. “It demonstrates Discover’s ability to provide more options and value to both First National Bank of Omaha and its customers.”

“We are excited about the prospects for this important new partnership, as it will offer unique card benefits to both our partners and our customers,” said Stephen Eulie, President, First National Credit Card Center. “Both companies have a history of providing superior service and innovation and, working together, we expect to take that tradition to the next level.”

About Discover

Discover Financial Services (NYSE: DFS) is a direct banking and payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company operates the [Discover card](#), America's cash rewards pioneer, and offers personal and student loans, online savings accounts, certificates of deposit and money market accounts through its [Discover Bank](#) subsidiary. Its payment businesses consist of Discover Network, with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in more than 185 countries and territories. For more information, visit www.discoverfinancial.com.

About First National Bank of Omaha

First National Bank of Omaha is a leader in the credit card partnership arena. With currently more than 600 financial institution, co-brand, and affinity partners, First National Bank’s history in the partnership space spans over 42 years. As a Top 15 issuer of credit cards, First National Bank is committed to its customers, offering quality products and superior service to help them to achieve their goals. First National Bank is a subsidiary of First National of Nebraska. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$17 billion in managed assets and more than 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

Contacts:

Mai Lee Ua

Discover

224-405-3082

maileeua@discover.com

Kevin Langin

First National Bank of Omaha

402-602-3541

klangin@fnni.com