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FIRST NATIONAL BANK OF OMAHA LAUNCHES DISCOVER® CARD

Riverwoods, Ill., March 28, 2011– First National Bank of Omaha, a top U.S. credit card issuer and Discover® Network announced today the launch of the First National Bank of Omaha Discover® credit card. The two parties signed a multi-year agreement in August 2010 allowing First National Bank of Omaha to issue credit cards on the Discover network. First National Bank is now one of only three US banks with contracts to issue credit cards on all four major card networks.

“Our partnership with Discover gives our customers greater choice when selecting a payment method and provides significant growth opportunity for us in the co-brand, credit union, and agent bank space,” said Stephen Eulie, President, First Bankcard, the credit card division of First National Bank of Omaha.

“The launch of this card signifies the increased options Discover network can provide to its issuers while also bringing more value to their customers,” said Kevin O’Donnell, Vice President of Credit Issuance at Discover.

The First National Bank of Omaha Discover credit card offers many attractive features:

- An introductory rate of 0% on purchases (6 mo) and balance transfers (12 mo);
- A cash back feature which allow cardholders to earn up to 5% depending on spend;
- Eligibility to participate in the Discover Everyday Giveaway Promotion. For each transaction made, cardholders will automatically receive one entry into the promotion’s daily and monthly cash prize drawings as well as the \$1 Million Grand Prize drawing;
- Discover’s unique Cash Over feature that allows cardholders to get \$20-100 cash back at select retailers, primarily supermarkets and gas stations. The cash back feature is given to the cardholder at the purchase rate with no additional fees.

“We are excited to offer our customers and partners the unique card benefits of this program,” said Eulie. “The cash back feature really resonates with our customers and we plan to continue leveraging the distinct opportunities that our partnership with Discover provides.”

For more information on the First National Bank of Omaha Discover credit card, or to apply, go to firstnational.com.

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 Bankcard is the credit card division of First National Bank of Omaha. First Bankcard is a leader in the credit card partnership arena, with more than 600 financial institution, co-brand, and affinity partners and 42 years of history in the partnership space. As a Top 15 issuer of credit cards, First Bankcard is committed to its customers, offering quality products and superior service to help them to achieve their goals. 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.

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