



FOR: First National Bank of Omaha
CONTACT: Kevin Langin
Phone: 402-602-3541
Cell: 402-490-5194

**FIRST NATIONAL BANK OF OMAHA AND MURPHY USA
LAUNCH NEW VISA® CREDIT CARD**

(OMAHA, NE and EL DORADO, AR. JULY 1, 2010) – First National Bank of Omaha and Murphy USA have entered in to a strategic partnership and announce today the launch of the new Murphy USA Visa® Card, said Stephen F. Eulie, President, First National Credit Card Center.

“Our first Murphy USA branded credit card will provide our customers an easy to use payment method while rewarding them with additional savings beyond our already low gas prices,” stated Hank Heithaus, President of Murphy USA.

The Murphy USA Visa® Card will offer cardholders 4 cents (\$0.04) off per gallon of gas at any Murphy USA or Murphy Express location. In addition, cardholders will receive 1% cash back on qualifying credit card transactions. Cardholders will be able to redeem their 1% cash back in \$25 increments either by phone or online. Visit www.murphyvisa.com to apply or learn more about the reward program.

“First National Bank is excited to partner with Murphy USA. Their technology and commitment to their customers allows us to offer a great customer experience, while providing a product with incredible value,” said Eulie. “We are confident that the customers of Murphy USA will be highly satisfied with the new product.”

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, Inc. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$18 billion in managed assets and 5,700 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

About Murphy USA

Murphy USA operates over 1,000 retail gasoline stations in 21 states in the Southeast and Midwest. Murphy USA is dedicated to bringing our communities the highest quality fuels at the best possible prices. Our high volume, low cost operation has become synonymous with “Low Prices” and “Friendly Service.”

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