



FOR IMMEDIATE RELEASE

April 28, 2011

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**First National Bank of Omaha and Grand Ole Opry
Launch Visa Card Program**

(OMAHA, Neb. April 28, 2011) First National Bank of Omaha and Grand Ole Opry today announced the launch of the Grand Ole Opry Visa Card Program.

“With a strategic focus in the partnership space, First National Bank of Omaha continues to be at the forefront of developing new and valuable partner credit card issuing relationships,” acknowledged Stephen F. Eulie, President, First Bankcard, the credit card division of First National Bank of Omaha. “We are excited to be working with the Grand Ole Opry in providing country music’s biggest fans new ways to enjoy the Opry and get more value for their money.”

In addition to merchandise and gift cards, the Grand Ole Opry Visa Card Program features experiential rewards for country music’s most enthusiastic audiences. Such rewards include Opry tickets, hotel stays, VIP backstage passes and even the ability to sit onstage during a live performance. Opry cardholders will earn two points for every dollar spent on qualifying transactions at all Gaylord Entertainment properties including the Grand Ole Opry, the four Gaylord Hotels, Ryman Auditorium, General Jackson Showboat and Wildhorse Saloon and one point per dollar spent outside of Gaylord Entertainment properties.

“The selection of the right partner to issue a Grand Ole Opry-branded credit card was extremely important to us,” stated Barbara Schaez, Vice President of Marketing. “We needed an issuer with objectives in alignment with those of the Opry and our guests. We are very excited to be working with First National Bank to offer our patrons and fans a new way to further enjoy the Opry.”

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 Bank of Omaha is a subsidiary of First National of Nebraska, 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.

About the Grand Ole Opry

The Grand Ole Opry presents the best in country music live every week from Nashville, Tenn. Celebrating 85 years of entertainment, the Opry can be heard on 650 WSM-AM, SIRIUS XM Satellite Radio, and opry.com. The syndicated weekly program, *America's Opry Weekend*, airs on country radio stations across America and on the Armed Forces Radio Network. The Grand Ole Opry is owned by Gaylord Entertainment (NYSE: GET), a Nashville-based hospitality and entertainment company that also owns and operates Gaylord Hotels. For more information, visit opry.com or www.gaylordentertainment.com