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**FIRST NATIONAL BANK OF OMAHA AND VETERINARY CENTERS OF AMERICA (VCA)
LAUNCH NEW VISA SIGNATURE® CREDIT CARD**

(OMAHA, NE. and LOS ANGELES, CA, JULY 12, 2010) – First National Bank of Omaha and VCA Animal Hospitals are excited to introduce a new partnership and launch of the VCA Visa Signature® Card with PetCare Rewards, announced Stephen F. Eulie, president, First National Credit Card Center, Inc.

The VCA Visa Signature® Card will offer cardholders an introductory rate on purchases, 3 points for every \$1 in qualifying VCA purchases, and 1.25 points for every \$1 on all other qualifying purchases. Cardholders will be able to redeem their points for cash off their next VCA visit. In addition, for each new account, \$5 will be donated to VCA Charities.

“We wanted to ensure that when we launched our credit card product to our pet parents they would be extremely satisfied with our partner and the product,” said Alexis Nahama Vice President of Marketing at VCA. “We have found that partner in First National. The product will be one our ‘pet parents’ want to use and one we know they will find great value in.”

“We are pleased to be providing this new product to the over 470 VCA Animal Hospital locations throughout the U.S.,” said Eulie. “The VCA is an ideal partner, and we feel that this will provide the pet’s owners a valuable financing tool, while helping them to earn rewards to ensure that they are keeping current with their pet’s health care needs.”

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The VCA Visa Signature card will also provide the cardholder the benefit of personalizing the card with their pet's picture. Visit www.VCACreditCard.com to learn more about the product, reward program, or apply.

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 Veterinary Centers of America

At VCA Animal Hospitals we strive to provide the finest quality pet health care and excellent client service in a warm and friendly environment. We build our client's confidence and trust in our abilities by demonstrating our genuine effort to exceed each pet owner's expectations. The strength of VCA is the close connection between the VCA Animal Hospital network and Antech Diagnostics, the clinical laboratory system. The combination of the two entities gives VCA a unique position in the pet health care industry and allows us to give our clients the highest level of service possible today. We strive to give you and your pet an affirmative experience each time you visit one of our facilities.

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