



Nebraska State Treasurer  
Program Trustee



## FOR IMMEDIATE RELEASE

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### **Nebraska Educational Savings Trust Named a ‘Best College Savings Plan’ by *Kiplinger’s Personal Finance Magazine***

(OMAHA, Neb. Dec. 6, 2011.) – *Kiplinger’s Personal Finance* magazine has named the Nebraska Educational Savings Trust (NEST) the “[Best College Savings Plan](#)” for Fund Selection, announced Dan O’Neill, President, First National Bank of Omaha. NEST is Nebraska’s 529 College Savings Plan and First National Bank of Omaha serves as Program Manager. This is the 4th time *Kiplinger’s* has named Nebraska’s 529 Plan a ‘Best College Savings Plan.’

Kiplinger’s recently released its “2011 Best List” and NEST was one of only two plans named in the College Savings Plan section. All 529 plans were evaluated on how they best suit the needs of investors in the categories of Overall Value, Fund Selection and Low Fees. NEST was cited in the category of Fund Selection based on a selection of 14 individual funds from Fidelity, Pimco, T.Rowe Price, State Street and Vanguard.

“We are honored to have been recognized by *Kiplinger’s*, a highly respected consumer and industry publication,” said O’Neill. “At a time when choosing the right funds is so important, being named “*Kiplinger’s Best*” for Fund Selection is a testament to our strict fund selection process and the rigorous fund review we conduct on a monthly, quarterly and annual basis.”

When developing the investment options within the NEST Plans, O’Neill said First National Bank of Omaha, the Nebraska State Treasurer’s Office and the Nebraska Investment Council were mindful to balance actively and passively managed investments, offering diversified asset

types in an open architecture environment. These organizations, along with First National Bank's Mutual Oversight and Asset Allocation committees, provide vigilant, experienced and disciplined oversight of these respected funds.

“With eleven years of combined experience offering the college savings plans, this partnership is providing valuable and affordable investment options for families saving for college,” said Nebraska State Treasurer Don Stenberg.

NEST is a tax-advantaged 529 college savings plan and provides four plans to help make saving for college simple and affordable: NEST Direct College Savings Plan, NEST Advisor College Savings Plan, TD Ameritrade 529 College Savings Plan, and The State Farm College Savings Plan. The Nebraska State Treasurer serves as the Program Trustee. First National Bank serves as the Program Manager, and all investments are approved by the Nebraska Investment Council. Currently, more than 52,000 families in Nebraska and over 180,000 nationwide are saving for their children's higher education through NEST. For more information, visit [www.NEST529.com](http://www.NEST529.com) or [www.treasurer.org](http://www.treasurer.org).

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

Investments Are Not FDIC Insured\* • No Bank, State or Federal Guarantee • May Lose Value

\*Except the Bank Savings Individual Investment Option

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