



FOR IMMEDIATE RELEASE

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First National Bank of Omaha Announces NEST ‘Draw Your Dreams’ Scholarship Contest

(OMAHA, Neb. Sept. 1, 2011.) – Today First National Bank of Omaha announced they will award \$51,000 in scholarship money through the NEST (Nebraska Educational Savings Trust) “Draw Your Dreams” scholarship contest. Twelve contest winners will each receive a \$3,500 scholarship and 12 runners-up will each receive a \$750 scholarship, to be invested in a NEST Direct 529 College Savings Plan account. The scholarship is sponsored by First National Bank of Omaha who is partnering with The Nebraska Art Teachers Association to judge the entries. NEST is Nebraska’s 529 College Savings Plans and First National Bank of Omaha serves as the Program Manager.

“First National Bank is committed to the development of the arts and education within the communities we serve,” said Deborah Goodkin, Managing Director, Nebraska College Savings Plans at First National Bank of Omaha. “Combining the two while also providing children with a fun opportunity to get a head start on saving for college is one example of that commitment.”

The contest is open to children seven to 13 years of age who are legal Nebraska residents. To qualify, each contestant must draw and submit a 9” X 12” landscape-oriented picture of what they dream of becoming when they grow up. The drawing must be created using pencil, crayons, paint, or watercolor and can be a paper collage.

All entries must be received by 11:59:59 pm on October 3, 2011. Only scanned or photographed copies of the originally drawing are accepted. Entries may be submitted digitally by going online by going to planartsnetwork@me.com. Mailed copies (not originals) of the drawing are also accepted. They may be mailed along with a typed note detailing the entrant information, to First National Bank of Omaha, ATTN: Draw Your Dreams Scholarship, 1620 Dodge St., Stop 1105, Omaha NE, 68197-1105.

The Nebraska Art Teachers Association will select 12 winners and 12 runners-up from all entries received. Additional qualifications include:

- Selected winners must be prepared to produce the original drawing. Failure to produce the original drawing will disqualify the entrant from receiving the scholarship.
- The winner or winner's beneficiary must have a valid Social Security number and a residential street address.
- The scholarship will be deposited into a NEST Direct College Savings Plan account. The scholarship and earnings, if any, can only be used to pay for qualified higher education expenses at an eligible educational institution, which includes colleges, universities, community colleges and technical schools throughout the United States and some abroad. The scholarship does not have to be used at a Nebraska school.

For complete scholarship contest rules and regulations, visit the NEST Direct College Savings Plan at www.NEST529direct.com.

About First National Bank of Omaha

First National Bank of Omaha 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.

About NEST

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, the NEST Advisor

College Savings Plan, the 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.

Investment Products Are Not FDIC Insured • No Bank, State or Federal Guarantee • May Lose Value

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