



FOR IMMEDIATE RELEASE

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First National Bank of Omaha, Nebraska Educational Savings Trust Announce the NEST on the Farm Scholarship Contest

(OMAHA, Neb. June 29, 2011.) – First National Bank of Omaha (FNBO) and Nebraska State Treasurer Don Stenberg announced today a scholarship contest for the children of Nebraska farmers. Three winners will each receive a \$5,000 NEST (Nebraska Educational Savings Trust) scholarship sponsored by First National Bank of Omaha.

“First National Bank of Omaha has been committed to the communities of Nebraska and the agricultural industry for over 150 years,” said David Cota, Senior Managing Director, First National Bank of Omaha. “We are proud to offer the farming families across Nebraska the opportunity to get a head start on saving for college through this scholarship contest.”

“As the cost of higher education continues to rise, we are committed to making it easier and more affordable for families to save for college,” said Nebraska State Treasurer Don Stenberg. “Offering scholarship opportunities such as this is just one example of that commitment.”

The contest runs through August 5, 2011. Each contestant must write and submit an essay describing how growing up as part of a farming family impacts his or her goals for higher education. The typed essay must be no more than 750 words and may be submitted by one of two ways:

- Emailing to NEST@fnni.com no later than 11:59 p.m. August 5, 2011. The subject line should read: NEST on the Farm Scholarship.

- Mailing it to First National Bank of Omaha, ATTN: NEST on the Farm Scholarship 1620 Dodge Street., Stop 1105, Omaha, NE 68197 (postmarked no later than August 5, 2011).

All entries will be divided into three age groups: 7-9 years of age; 10-11 years of age; and 12-13 years of age and the winners will be announced at the Nebraska State Fair in Grand Island on Saturday, September 3, 2011. Additional qualifications include:

- The children must live on a farm or a parent or guardian must work on a Nebraska farm. Winners will need to provide proof of age, proof of living on a farm and/or proof that a parent or guardian works on a Nebraska farm.
- The children must have a valid social security number and a Nebraska residential street address.
- The children must fall within their respective age groups on the day the award is announced.
- The scholarship will be awarded to the child and deposited into an account owned by the Nebraska Educational Savings Trust, held on behalf of the winner. Winnings 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 winnings do not have to be used at a Nebraska school.
- If the child cannot use the scholarship, the money will be forfeited.

For complete scholarship contest rules and regulations, visit the NEST Direct College Savings Plan at www.NEST529direct.com the State Treasurer's Office at www.treasurer.org or the Department of Agriculture at www.agr.state.ne.us/.

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 51,500 families in Nebraska and over 146,500 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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