



News Release

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Best Western and First Bankcard Launch New Best Western Rewards[®] MasterCard[®] Credit Card Series with Industry-Leading Rewards and Benefits

PHOENIX, July 27, 2015 — <u>Best Western International</u>, a privately held hotel brand with more than 4,000 hotels in over 100 countries and territories worldwide, and First Bankcard, a division of First National Bank of Omaha and a leading issuer of credit cards, announce the launch of the new Best Western Rewards[®] MasterCard[®] credit card series.

Included in the series are the Best Western Rewards[®] MasterCard[®], Best Western Rewards[®] Premium MasterCard[®], Best Western Rewards[®] Business MasterCard[®] and Best Western Rewards[®] Secured MasterCard[®], with each card offering a wide variety of rewards and benefits. Premium MasterCard cardholders will enjoy industry-leading rewards on qualifying Best Western purchases and have the ability to earn thousands of bonus points every year. Additional benefits of the series include elite status upgrades, discounts when booking on www.bwrcarddiscount.com and access to free FICO scores. For specific details about each card in the series, please visit: www.bestwesterncard.com.

The Best Western Rewards[®] MasterCard[®] Series is the next evolution of the hotel brand's award-winning Best Western Rewards loyalty program, in which 25 million members earn points that never expire, redeemable at any Best Western hotel worldwide.

"While other loyalty programs take steps to devalue their currency, Best Western Rewards is actively seeking to enhance its customer value proposition," said Dorothy Dowling, senior vice president of marketing and sales for Best Western International. "Our partnership with First Bankcard and the addition of industry-leading card benefits underscore our commitment to providing exceptional value and quality to Best Western Rewards members."

"We are excited to partner with Best Western to help grow its loyalty program and reinforce its commitment to providing superior value and quality to its guests," said Stephen F. Eulie, president of First Bankcard. "We share the same pledge to provide outstanding customer service and value to our partners, and our culture allows us to be agile and responsive to the evolving needs of our partners and their customers."

FOR IMMEDIATE RELEASE

Best Western Rewards points can be redeemed for a variety of services and merchandise, from night stays to gift cards. Best Western Rewards has emerged as one of the powerhouses among hotel loyalty programs in recent years. Earlier this year, Best Western Rewards received a top three ranking by J.D. Power and Associates and U.S. News & World Report. Additionally, the loyalty program brought home top honors at Loyalty360's annual Loyalty Expo earning the North American 360-Degree Platinum Award and a platinum award for Best Customer Insight in Loyalty Marketing. For more information on the Best Western Rewards MasterCard Series visit www.bestwesternrewards.com.

About Best Western International, Inc.

Best Western International, Inc., headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of 4,000+* hotels in more than 100* countries and territories worldwide. Best Western offers six hotel products to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, BEST WESTERN PLUS EXECUTIVE RESIDENCY™, Vīb™ and BW Premier Collection™. Now celebrating 69 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and online and mobile booking capabilities. More than 25 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. The brand's partnerships with AAA/CAA, Minor League Baseball, and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Best Western continues to set industry records and accolades, including Business Travel News naming BEST WESTERN and BEST WESTERN PLUS as the best mid-price and upper mid-price hotel chains, four consecutive Compuware Best of the Web gold awards for best hotel website and six consecutive AAA/CAA Hotel Partner of the Year awards. Best Western branded hotels worldwide won four times more TripAdvisor Certificate of Excellence awards than industry average.

About First Bankcard

First Bankcard, a division of First National Bank of Omaha, is a leader in the credit card partnership arena, serving approximately 400 financial institutions, co-brand and affinity partners nationwide. For 60 years, First Bankcard has offered quality products and superior service to help its customers achieve their goals. Visit www.firstbankcard.com for more information.

About First National Bank of Omaha

First National Bank of Omaha is a subsidiary of First National of Nebraska. First National of Nebraska is the largest privately owned banking company in the United States. First National and its affiliates have \$19 billion in managed assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.