

# News Release

## FOR IMMEDIATE RELEASE

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## **Ducks Unlimited and First Bankcard Launch New Ducks Unlimited Visa® Card Products, Providing Member Benefits While Supporting Conservation Efforts**

**MEMPHIS, Tennessee, Sept. 22, 2015** — Ducks Unlimited, the largest private, nonprofit waterfowl conservation organization in the world, and First Bankcard, a division of First National Bank of Omaha and a leading issuer of credit cards, announced today the launch of the new Ducks Unlimited Visa® Card products. The cards will be available to the Memphis, Tenn., based nonprofit's more than 600,000 members.

The Ducks Unlimited Rewards Visa® Card offers Cardmembers one point for every dollar spent. Points can be redeemed for statement credit, gift cards, merchandise and travel, with optional travel redemptions valued at greater than 1 percent for each point. Additional benefits include 5,000 bonus points after the first card purchase and free access to FICO® Scores. For specific details about the Ducks Unlimited Rewards Visa® Card, please visit: [www.Ducks.org/DUvisa](http://www.Ducks.org/DUvisa)

"We're very pleased to welcome First Bankcard to our Corporate Partner Program as Ducks Unlimited's latest Proud Partner," said Amy Batson, Ducks Unlimited's chief fundraising officer. "Now our members and supporters can directly impact the landscape with every purchase and help address wetland loss in North America."

In addition to the rewards card, the Ducks Unlimited Visa® Card products are also offered in low intro rate and secured versions.

"First Bankcard is excited to partner with Ducks Unlimited," said Stephen F. Eulie, president of First Bankcard. "We look forward to helping support the organization's conservation efforts, while providing a superior product and services to its members."

The Ducks Unlimited Visa® Card products are the only cards that allow members, with every card purchase, to provide automatic financial support to the organization's waterfowl and wetlands conservation programs.

**- More -**

**About Ducks Unlimited**

Ducks Unlimited Inc. is the world's largest nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved more than 13 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, Ducks Unlimited works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. For more information on our work, visit [www.ducks.org](http://www.ducks.org). Connect with us on our Facebook page at [facebook.com/DucksUnlimited](https://facebook.com/DucksUnlimited), follow our tweets at [twitter.com/DucksUnlimited](https://twitter.com/DucksUnlimited) and watch DU videos at [youtube.com/DucksUnlimitedIn](https://youtube.com/DucksUnlimitedIn).

**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](http://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 \$20 billion in managed assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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