



First Bankcard®

News Release

FOR IMMEDIATE RELEASE

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National Geographic and First Bankcard Launch New Visa® Card With Exclusive Discounts, Special Access and Member Benefits

WASHINGTON (April 16, 2015)—The National Geographic Society, one of the world’s largest nonprofit scientific and educational organizations, and First Bankcard, a division of First National Bank of Omaha and a leading issuer of credit cards, announce the launch of the new National Geographic Visa® Card. Cardholders earn exclusive savings on National Geographic products and experiences while supporting the Society’s global exploration, conservation, research and education programs with every purchase.

The National Geographic Visa Card enables consumers to forge a deeper relationship with the National Geographic Society and the more than 11,000 research, conservation and exploration projects the Society has funded. Cardholders receive a 12-month digital subscription to National Geographic magazine and the “Inside Nat Geo” newsletter, providing early access to the latest National Geographic news and videos. Cardholders can also take advantage of preferred pricing on merchandise and National Geographic Expeditions as well as other members-only deals and discounts.

“For more than a century, National Geographic explorers and photographers have traveled the world to capture stunning images and collect compelling stories,” said Krista Newberry, National Geographic’s senior vice president of licensing, North America. “Together with First Bankcard, we’ve created an innovative program that encourages consumers to explore with us by providing meaningful travel benefits, unique access to our content, membership benefits and relevant discounts. Through this program, cardholders will help support the work of National Geographic explorers, grantees and photographers across the globe.”

At launch, consumers will be able to select the image on their card from five iconic photographs from the world-renowned National Geographic archive. In the coming months, National Geographic will be rolling out a custom card option that enables consumers to submit their own images as their featured card art.

Editor's Note: Downloadable images of the new cards are available at http://press.nationalgeographic.com/downloads/ng_vis_a_card. User and password: *press*.

“We’re thrilled to work in partnership with National Geographic to enhance its vital conservation, exploration and education efforts throughout the world,” said Stephen F. Eulie, president of First Bankcard. “This is a unique opportunity to support the Society’s great mission

(MORE)

NATIONAL GEOGRAPHIC VISA CARD (PAGE 2)

and provide flexible, custom solutions that add value and drive results for National Geographic to better serve and engage its members.”

National Geographic Visa cardholders earn two points per dollar on purchases through National Geographic and one point per dollar on all other purchases. Additionally, customers who spend a minimum of \$1,500 with the card during the first three billing cycles are eligible to receive 5,000 bonus points. The Maximum Rewards[®] platform provides a wide range of options to redeem points, including merchandise, gift cards, travel and cash back as statement credit. National Geographic products and experiences will be added at a later date.

National Geographic's net proceeds support its nonprofit work in exploration, conservation, research and education.

For more information or to apply for the National Geographic Visa Card, visit www.firstbankcard.com/natgeo.

About the National Geographic Society

National Geographic is a global nonprofit membership organization driven by a passionate belief in the power of science, exploration and storytelling to change the world. Each year, we fund hundreds of research, conservation and education programs around the globe. Every month, we reach more than 625 million people through a wide range of media, including digital, print and TV. Our work to inspire, illuminate and teach through scientific expeditions, award-winning journalism and education initiatives is supported through donations, purchases and memberships. For more information, visit www.nationalgeographic.com and find us on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#).

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.

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