



News Release

First Bankcard®

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SavingStar® Launches the SavingStar® American Express® Card Provided by First Bankcard®

SavingStar® American Express® Secured Card Is the First Co-Branded Secured Card On the American Express Network For Consumers With No Credit or Rebuilding Their Credit

WALTHAM, Mass., September 16, 2014 — SavingStar®, a money saving service that helps shoppers save on groceries and online purchases, announces the launch of the new SavingStar® American Express® Card provided by First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards. The card enables SavingStar members to earn more cash back on select purchases from participating retailers, including:

- Earn 10 percent cash back on eligible SavingStar grocery purchases.
- Earn five percent cash back on eligible SavingStar online shopping purchases through the SavingStar Cash Back Mall.
- Earn one percent cash back on all other qualifying purchases.

The SavingStar Card provides a platform for SavingStar members to have the opportunity to earn additional cash back by using the card for their grocery and online shopping purchases – above and beyond what they normally earn from SavingStar. SavingStar members earn cash back on groceries at 58,000 stores nationwide when they select grocery offers from popular brands and use their store loyalty card at checkout or, for some stores, submit a picture of their receipt. SavingStar members also earn cash back at over 900 online stores through the SavingStar Cash Back Mall. Members will now earn even more when they use the SavingStar Card for their purchases. Cash back earnings are deposited into members' SavingStar accounts which include payout to their bank or PayPal accounts, for a gift card, or as a donation to a charity.

"We are excited to give SavingStar members more ways to earn cash back with the new SavingStar Card," said David Rochon, CEO of SavingStar. "SavingStar members can now easily receive cash back by simply using the SavingStar Card whenever and wherever American Express is welcomed. There's never been an easier way for SavingStar members to earn cash back."

"We look forward to the opportunity to help SavingStar grow their membership and increase the cash back their members earn," said Stephen F. Eulie, president of First Bankcard. "First Bankcard is unique because we can develop a customized program that offers maximum benefit to SavingStar's members, while allowing SavingStar the flexibility

to make adjustments to the program as their business model and customer base grow.”

For SavingStar members who need help building or improving their credit score, there is the SavingStar® American Express® Secured Card provided by First Bankcard®. As the first co-branded secured card on the American Express network, it allows Cardmembers to enjoy all the benefits of this new program while also helping to build or rebuild their credit.

SavingStar launched in 2011 and has since grown to over 5 million members. The service is free to join and is available at www.savingstar.com. SavingStar grocery offers are also available through the SavingStar iPhone/Android apps.

For more information on the new SavingStar® American Express® Card and SavingStar® American Express® Secured Card, visit www.savingstar.com.

About SavingStar

SavingStar is the smart and simple way to save. Shoppers earn cash back on groceries with offers linked to their store loyalty cards or validated when they submit a picture of their receipt. SavingStar’s Cash Back Mall enables shoppers to earn cash back at hundreds of popular online stores. And now members earn even more cash back with the SavingStar American Express Card. SavingStar automatically adds the value of each cash back offer into members’ SavingStar accounts, enabling them to pick their payout. Payout options include cash back into a bank or PayPal account, gift cards, or charity donations. SavingStar also powers white-labeled grocery savings services. The company is based in Waltham, MA. For more information, visit www.savingstar.com.

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, which is the largest privately owned banking company in the United States. First National and its affiliates have more than \$18 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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