

News Release

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Scheels All Sports and First Bankcard Launch Scheels® Premier Edition® Visa® Card For Qualifying High Spend Cardmembers

Omaha, Ne, June 2nd, 2016 — Scheels® All Sports, a leader in sporting goods retail and First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards, announced today the launch of an all-new, elite version of the Scheels Visa® card product, the Scheels® Premier Edition® Visa® card. The new card will allow its highest spending Scheels cardmembers to earn rewards at an accelerated rate.

The Premier Edition Visa card will offer qualifying cardmembers five points per dollar spent at Scheels (5% back) and 1.5 points per dollar spent everywhere else (1.5% back), with no point caps or expiration dates. Points are redeemed in the form of a \$25 Scheels gift card sent automatically every time cardmembers reach 2,500 points. To qualify for the Premier Edition card, existing Scheels Visa cardmembers must spend \$25,000 or more each calendar year.

“We’re pleased to offer our loyal Scheels cardmembers this exceptional new card product,” said Steve M. Scheel, Chief Executive Officer of Scheels. “Our hope is that the Premier Edition card exceeds the expectations of our customers, just as we strive to do every day in our stores and online.”

In addition to the accelerated rewards earn rate, Premier Edition cardmembers will continue to receive the benefits that come standard on the Scheels Visa consumer card product, including free access to FICO® Scores, Extended Warranty protection, and Purchase Security. For more information about the card program, visit www.FirstBankcard.com/ScheelsPremierEdition.

“First Bankcard is excited to launch the Scheels Premier Edition Visa card product,” said Stephen F. Eulie, president of First Bankcard. “We look forward to offering this remarkable value to qualifying cardmembers, while continuing to grow our valued partnership with Scheels.”

The Premier Edition product will position First Bankcard and Scheels favorably in the highly competitive retail credit card market that has seen “high spend” tiered products become an important differentiator in recent years.

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About Scheels All Sports

Founded in 1902 as a hardware and general store in Sabin, MN, SCHEELS' first All Sports Superstore opened in Grand Forks, ND in 1989. SCHEELS' Reno/Sparks, Nevada location opened in 2008 and is the World's Largest All Sports Store. Today, SCHEELS is a 26-store operation with stores in 11 states including North Dakota, Illinois, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Utah, and Kansas. Providing SCHEELS' customers with first-class customer service and the world's largest selection of sports, sportswear and footwear are the priorities throughout the organization.

SCHEELS is an employee-owned, privately held business that owes its consistent success to its empowered associates, leaders and partners who think and make decisions for their individual stores and the entire company.

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 \$20 billion in 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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