

## News Release

**FOR IMMEDIATE RELEASE**

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### **Sheetz will Offer Customers First Private Label Credit Card Through Partnership with First Bankcard**

**ALTOONA, Pa., August 26, 2015** — Sheetz, a family-owned convenience store chain with over 500 locations across six states, is partnering with First Bankcard to expand credit card options, discounts and rewards to its customers by offering its first private label credit card, the Sheetz® Personal Credit Card. First Bankcard is a division of First National Bank of Omaha and a leading issuer of credit cards.

The new Sheetz® Personal Credit Card is designed to be used exclusively at Sheetz stores and offers customers' automatic savings at Sheetz fuel pumps, as well the ability to earn points on every qualifying purchase in Sheetz stores. Customers will save five cents per gallon at the pump using the Sheetz Personal Credit Card; when the Sheetz Personal Credit Card is used in conjunction with the company's loyalty card, the MySheetz Card®, customers will save an extra three cents per gallon for a total savings of eight cents per gallon at the pump. Customers will also receive five points for every \$1 spent in store using the Sheetz Personal Credit Card. Each time customers earn 1,000 points, they will automatically receive a \$10 Sheetz gift card.

"We are a consumer driven company and we work hard to find the best products and vendors for our customers. At Sheetz, every experience the customer has with us, helps shape the reputation of our brand. First Bankcard will help ensure that our customers have the best experience with the Sheetz credit card and we look forward to this partnership," said Richard Steckroth, Director of Business Development for Sheetz.

When selecting a partner for the Sheetz® Personal Credit Card, Sheetz turned to First Bankcard, its partner of five years and developer of the Sheetz® Visa® Card.

"We strive to help businesses like Sheetz by providing customer value and benefits, flexibility, innovative products and unparalleled customer service," said Stephen F. Eulie, president of First Bankcard. "The Sheetz® Personal Credit Card allows Sheetz the ability to directly market to their customers a product that will incent them to visit their stores again and again."

In addition to exceptional rewards and service, applying for the Sheetz® Personal Credit Card will be easy. Customers may apply for the program online and will receive their credit decision instantly. For more information, visit [www.sheetz.com](http://www.sheetz.com) or [www.sheetzcreditcard.com](http://www.sheetzcreditcard.com).

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**About Sheetz**

Sheetz Convenience Stores strives to give customers what they want, how they want and when they want it. They are open 24 hours a day, 365 days a year and offer fresh food such as Made To Order (MTO®) subs, sandwiches, burgers, premium salads, appetizers, breakfast sandwiches and more. They also feature MTGo!® ready to eat foods and Shweetz® Bakery lines of donuts and muffins, along with Sheetz Bros. Coffeez®, a full-service espresso and smoothie bar where customers can order hand-made specialty coffee drinks including lattes, cappuccinos and mochas - hot, frozen or iced. The company operates over 500 locations throughout Pennsylvania, West Virginia, Maryland, Virginia, Ohio and North Carolina. Sheetz ranked #87 on Fortune® Magazine's 100 Best Companies to Work For list and on the Best Places to Work list in Ohio, North Carolina and Virginia and Pennsylvania. All Sheetz convenience stores are open 24 hours a day, 365 days a year. For more information, visit [www.sheetz.com](http://www.sheetz.com), follow Sheetz on twitter (@sheetz), on facebook([www.facebook.com/sheetz](http://www.facebook.com/sheetz)) and on Instagram ([instagram.com/Sheetz](http://instagram.com/Sheetz)).

**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 \$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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