

News Release

First Bankcard®

Media contacts:
John Melingagio
Bozell
402-965-4324
jmelingagio@bozell.com

Kevin Langin
First National Bank of Omaha
402-602-3541
klangin@fnni.com

First National Bank of Omaha® and First Bankcard® Launch TravEliteSM American Express® Card For Frequent Travelers

OMAHA, Neb. October 8, 2014 — First National Bank of Omaha® (FNBO), part of the largest privately owned banking company in the United States, and First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards, announce the launch of the First National Bank of Omaha TravEliteSM American Express® Card designed specifically for frequent travelers.

The First National Bank of Omaha TravEliteSM American Express® Card offers frequent travelers:

- 3 points per dollar spent on eligible hotel and eligible airline purchases.
- 1.5 points per dollar spent on all other eligible credit card purchases.
- Reward points to redeem for travel, gift cards, name-brand merchandise, or cash back as a statement credit.

“First Bankcard is focused on creating possibilities for our customers by offering a comprehensive variety of credit card rewards programs,” said Stephen F. Eulie, president of First Bankcard. “We are offering an extraordinary rewards program, which offers a rich array of benefits and services on the American Express network and is one of the most competitive available to frequent travelers today.”

Cardmembers can enroll their card with the Premium Concierge service and receive up to \$100 per year in statement credits for incidental airline purchases such as airport lounge access, in-flight food and beverage, and checked baggage fees. Cardmembers also will receive a statement credit for the \$100 application fee when registering for Global Entry, a U.S. Customs and Border Protection program that allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States at select airports.

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.

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.

#