



FOR IMMEDIATE RELEASE

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First National Bank to Host ‘NEST Fest’

A festival to celebrate National 529 College Savings Month

(NORTH PLATTE, Neb. Sept. 23, 2011.) – Tomorrow, September 24, 2011, First National Bank North Platte will host “NEST Fest,” a free family festival to celebrate National 529 College Savings Month (September). The festival is sponsored by NEST (Nebraska Educational Savings Trust), Nebraska’s 529 College Savings Plans and First National Bank of Omaha, Program Manager. It will take place in the Bank’s parking lot located at 201 North Dewey Street, North Platte, NE. The event runs from 11:00 am to 2:00 pm. Similar festivals are being held in Columbus and Scottsbluff, Nebraska.

Guests may participate in a variety of activities including a petting zoo, photo booth, Fun Jumpz, games, food, entertainment and more. Representatives from NEST will be on hand to answer questions about saving for college. Plus, free t-shirts will be given to the first 100 children attending the event. Additional special performances will include:

11:00 am to 1:00 pm

“Youth Talent Showcase” – a talent show featuring local youth.

1:00 pm to 2:00 pm

A performance from the youth drum band, Sheltered Reality

“NEST Fest 2011 will be a wonderful event for families and communities to celebrate what we hold dear—the young people of our state and the value of a college education. NEST Fest also will provide opportunities to learn more about the Nebraska Educational Savings Plan Trust and to open up new accounts. These celebrations in Columbus, North Platte, and

Scottsbluff are about the children, parents, grandparents, family friends, and civic leaders in these Nebraska communities. They are what the NEST college savings plans are all about – our future,” State Treasurer Don Stenberg said.

“We are committed to educating the communities of Nebraska about the importance of saving early for a college education in order to ensure the future success of our youth,” said Deborah Goodkin, Managing Director, Nebraska College Savings Plans at First National Bank of Omaha. “We encourage everyone to join us at “NEST Fest” for an afternoon of food, fun and celebration of National 529 College Savings Month.”

About First National Bank North Platte

First National Bank North Platte is a subsidiary of First National of Nebraska. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$17 billion in managed assets and nearly 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

About NEST

NEST is a tax-advantaged 529 college savings plan and provides four plans to help make saving for college simple and affordable: NEST Direct College Savings Plan, the NEST Advisor College Savings Plan, the TD Ameritrade 529 College Savings Plan, and The State Farm College Savings Plan. The Nebraska State Treasurer serves as the Program Trustee. First National Bank serves as the Program Manager, and all investments are approved by the Nebraska Investment Council. Currently, more than 52,000 families in Nebraska and over 180,000 nationwide are saving for their children’s higher education through NEST. For more information, visit www.NEST529.com or www.treasurer.org.

Investment Products Are Not FDIC Insured • No Bank, State or Federal Guarantee • May Lose Value

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