

FOR IMMEDIATE RELEASEContact: Kevin Langin
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(OMAHA, Neb. Mar. 19, 2008.) – First National Bank of Omaha has opened its latest branch in partnership with Scooter's Coffeehouse™ at 1121 Howard St. in the Old Market, announced Rolland Johannansen, senior vice president, Retail Distribution Group. This is the first time First National has co-branded with another company, according to Johannansen.

“We've been providing quality products and superior service for 150 years,” Johannansen said. “Introducing the coffeehouse concept continues First National Bank's history of innovation and commitment to customers and, today, we are partnering with a local brand that, like us, has a reputation for quality.”

Half of the building is a Scooter's Coffeehouse™ and the other half is a branch that provides a number of key banking services, featuring innovative technologies introduced at its Shadow Lake Towne Center branch that opened in December. Features include interactive kiosks, a “super” ATM and free access to Wi-Fi. To make it convenient for customers, the branch operates longer than traditional banking hours. It is also designed so Scooter's™ can remain open later than the bank.

Johannansen said that First National continually looks for opportunities within its current branch network to provide more convenience to its customers, which includes conducting market analyses of the type and level of service that is expected.

“With more people continuing to move downtown, opening a branch in the Old Market is a great opportunity for First National to make banking convenient to those who live and work in the area,” Johannansen said. “We are providing the ultimate customer experience by creating the coffeehouse environment in an urban neighborhood.”

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Johannsen said that First National is providing a ‘destination’ location to make the customer experience more than a transaction. “This branch offers a casual feel that invites customers to check their bank accounts, enjoy free access to the Internet while sipping on coffee and sitting on comfortable couches,” he said.

First National Bank is a subsidiary of First National of Nebraska, Inc. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$20 billion in managed assets and over 7,500 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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