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**November 5, 2007**

**For Immediate Release:**

*Mutual of Omaha Bank Debuts Tuesday*

**Mutual of Omaha Subsidiary Completes Purchase of Nebraska State Bank**

OMAHA, Neb. – Omaha Financial Holdings, Inc., has completed the acquisition of Midlands Financial Services, Inc., the holding company for Nebraska State Bank, and will immediately convert its three Omaha banks into Mutual of Omaha Bank locations.

Mutual of Omaha Bank is headquartered in a newly renovated facility at 33<sup>rd</sup> and Farnam streets. A “destination bank” featuring a Starbucks coffee shop, deli and internet café as well as a full complement of banking services, the Mutual of Omaha Bank headquarters will officially open with a ribbon cutting ceremony at 10:30 a.m., Tuesday.

The financial terms of the Nebraska State Bank transaction were not disclosed.

The Nebraska State Bank acquisition is the third to be completed by Omaha Financial Holdings. The company has acquired Peak National Bank of Golden, Colo., and converted its seven locations to Mutual of Omaha Bank; and Security Federal Bank in Lincoln, which will continue to operate under the Security Federal name.

No significant changes in the banks’ management and personnel are anticipated. The transition will be seamless for Nebraska State Bank customers, said Omaha Financial Holdings President and CEO Jeff Schmid.

A full-service community bank with three strong Omaha locations, acquiring Nebraska State Bank was a key step in implementing Mutual of Omaha’s banking strategy, Schmid said.

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“Having a strong, full-service community bank in Omaha is the cornerstone of our strategy, which make this acquisition and the opening of our headquarters key milestones,” Schmid said. “We’re now ready to focus on offering consumers and commercial customers the best banking experience in the city.”

Mutual of Omaha Bank President and COO Mike Homa said his team is now able to deploy a full suite of commercial banking services. “The Nebraska State Bank acquisition gives us a solid platform to emphasize commercial services such as cash management and commercial real estate lending through our flagship bank on the Mutual of Omaha campus as well as our banks in Nebraska and Colorado,” Homa said.

In addition to its 33<sup>rd</sup> and Farnam headquarters, Mutual of Omaha Bank has banks at former Nebraska State Bank locations at 3211 N. 90<sup>th</sup> St., 12307 W. Center Road and 17041 Lakeside Hills Plaza. Its Colorado banks are located in Conifer, Evergreen, Lakewood, Nederland, Golden, Highlands Ranch and Idaho Springs. A Mutual of Omaha bank, Security Federal Bank has two locations in Lincoln, Neb.

Mutual of Omaha formed Omaha Financial Holdings, Inc., in January of 2007 to pursue banking initiatives, including establishing a network of community banks, opening an Omaha-based bank on the Mutual of Omaha campus and launching a full-service internet bank.

Mutual of Omaha is a full-service, multi-line organization providing insurance and financial products for individuals, businesses and groups throughout the United States. For more information about Mutual of Omaha, visit [www.mutualofomaha.com](http://www.mutualofomaha.com)