

For More Information Contact  
Andy Halperin (402) 351-2903  
March 26, 2008

### **Robert Strong to Lead Mutual of Omaha Bank's Expansion into Texas**

OMAHA, Neb. – Robert F. Strong has been named Market President for Mutual of Omaha Bank and will lead the bank's expansion into Texas, the company announced.

Strong most recently served as President and Chief Executive Officer of Regions Financial Corp., where he led Regions Bank's expansion into the Dallas/Fort Worth market.

In his new role, Strong will develop and implement a de novo and bank acquisition strategy to establish Mutual of Omaha Bank throughout Texas, said Jeff Schmid, President and CEO of Omaha Financial Holdings, Inc., Mutual of Omaha's banking subsidiary. He will be based in Dallas/Fort Worth.

"Robert Strong is a metropolitan community banker with more than 25 years of bank management experience in Texas. He's a proven strategist and leader who has had a great deal of success in building banking operations. We are confident in his ability to establish Mutual of Omaha Bank in Texas," Schmid said.

Strong's appointment is another key step in Mutual of Omaha's banking strategy, which includes expansion into fast-growing markets where Mutual of Omaha has a strong customer base, Schmid said.

Strong said he is excited to build a community bank with the strong brand and financial strength of Mutual of Omaha.

"Community banks serve as an economic engine for their communities and focus on serving the people and businesses who are their neighbors," Strong said. "With the consolidation that has occurred in banking, I believe there is a significant opportunity in Texas to apply a community banking model on behalf of Mutual of Omaha Bank. Mutual has the brand and resources to make it happen."

Strong received his bachelor's degree in finance from the University of Texas at Arlington and is a graduate of the National Commercial Lending School at the University of Oklahoma and the Southwest Graduate School of Banking at Southern Methodist University.

Mutual of Omaha Bank operates 13 branches in Nebraska and Colorado. For more information about Mutual of Omaha Bank, visit [www.mutualofomahabank.com](http://www.mutualofomahabank.com).

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).