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FOR IMMEDIATE RELEASE:

Mutual of Omaha Bank Announces Colorado Market President

Jim Steeples has been named Market President for Mutual of Omaha Bank in Colorado. In his role, Steeples is responsible for overseeing the strategic growth and management of Mutual of Omaha Bank's operations in Colorado, which include seven locations along the Colorado Front Range.

Steeples brings more than 25 years of banking experience to Mutual of Omaha Bank, most recently serving as the Denver market president for First Community Bank. Prior to his time at First Community, Steeples served as president of Colorado State Bank and Trust.

Steeples earned his bachelor's degree and master's degree in Business Administration from the University of Kansas. He served on the State Banking Board of Colorado and the Board of Governors for the Greater Denver Chamber of Commerce Economic Development Corporation. Steeples is also a past board member and chairman of the Colorado Bankers Association, Young Americans Bank and Young Americans Center for Financial Education.

Mutual of Omaha Bank is a full-service bank providing personalized financial solutions to individuals and businesses in Nebraska and Colorado. With 13 locations and more than \$700 million in assets, Mutual of Omaha Bank is a member of Omaha Financial Holdings, Inc., a wholly owned subsidiary of Mutual of Omaha. For more information about Mutual of Omaha Bank, visit www.mutualofomahabank.com.