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Aug. 5, 2008

FOR IMMEDIATE RELEASE:

Mutual of Omaha Bank Announces East Regional President

OMAHA, Neb. – Kevin C. Hale has been named Regional President – East for Mutual of Omaha Bank. Based in Naples, Fla., Hale will spearhead Mutual of Omaha Bank’s expansion in the eastern United States.

Hale brings more than 30 years of banking experience to Mutual of Omaha Bank, holding top executive positions at several Florida banks. His most recent positions include President and COO of First National Bankshares of Florida, and President and CEO of its acquirer, Fifth Third Bank of Florida.

“Kevin Hale is an experienced banker with a strong track record of building community banking organizations through both organic growth and acquisitions,” said Jeff Schmid, Chairman and CEO of Mutual of Omaha Bank. “He is highly regarded in the Florida business community and he understands our philosophy of relationship banking. We are confident in his ability to establish Mutual of Omaha Bank in the eastern region.”

Hale is a graduate of the Stonier Graduate School of Banking at Rutgers University and the Florida School of Banking at the University of Florida. He also earned a bachelor of laws degree from Dalhousie University and is a business administration graduate of Acadia University.

Mutual of Omaha Bank operates 44 locations in Nebraska, Colorado, Arizona, Nevada, California, Texas and Iowa with assets totaling approximately \$4 billion. It is a subsidiary of Mutual of Omaha, a 99-year-old insurance and financial services company with more than \$22 billion in total assets and very high ratings from major ratings agencies. For more information about Mutual of Omaha Bank, visit www.mutualofomahabank.com.