

Contact: Andy Halperin
(402) 351-2903
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FOR IMMEDIATE RELEASE:

Mutual of Omaha Bank Receives Approval for Florida Expansion

Mutual of Omaha Bank has received approval from the Office of Thrift Supervision to offer full service banking in the state of Florida, the company announced.

The bank will begin expansion of its Florida operations with a new full service location in Naples, which will serve as the headquarters for Mutual of Omaha Bank's East Region. Currently under construction, the new office will be located at 625 Tamiami Trail North and is scheduled for completion in January 2010. Mutual of Omaha Bank will occupy space in the building's first floor and will offer a full suite of banking products and services at the location.

"Establishing a full service banking operation in the state of Florida represents a key milestone in our strategy to expand Mutual of Omaha Bank's presence in the eastern United States," said Kevin Hale, President of Mutual of Omaha Bank's East Region. "Our new headquarters in Naples will allow us to begin offering comprehensive financial services to individuals and businesses and will serve as an administrative hub for our East Region."

Hale, a veteran Florida banker and former President of First National Bankshares of Florida, joined Mutual of Omaha Bank in October 2008 to begin implementing a de novo and bank acquisition strategy in Florida, a state where Mutual of Omaha has a strong customer base. The bank has been operating out of a temporary office in Naples, located at 500 5th Avenue South, Suite 528, since March 2009, and recently opened an office in the Tampa Bay area. Customers may contact the bank's Florida office at (239) 261-2045.

Mutual of Omaha Bank is a full-service bank providing financial solutions to individuals and businesses across the United States. With more than \$3.5 billion in assets, Mutual of Omaha Bank has full-service locations in Arizona, California, Colorado, Nebraska and Nevada, and operates offices in Florida, Iowa, Kansas and Texas. It is a subsidiary of Mutual of Omaha, a 100-year-old insurance and financial services company with more than \$22 billion in total assets and high ratings from leading ratings agencies. For more information about Mutual of Omaha Bank, visit www.mutualofomahabank.com.