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FOR IMMEDIATE RELEASE:

**Mutual of Omaha Bank to Open Florida Headquarters,
First Full Service Community Bank in Naples on Friday**
Bank Appoints Community Bank Manager to Lead New Naples Location

Mutual of Omaha Bank will begin its expansion into Florida with the opening of a full-service community bank in Naples on Friday, Jan. 29, Florida State President Kevin Hale announced.

Strategically located on the first floor of a new office building at 625 9th St. North (Tamiami Trail), the new community bank will offer a comprehensive suite of banking products and services for individuals and businesses in the Naples area and will serve as the headquarters for Mutual of Omaha Bank's Florida operations.

"The opening of our first full service bank in Naples is a significant step as we begin establishing a true community banking franchise in Florida," said Hale, a veteran Florida banker with more than 30 years experience, including top positions at several Florida banks. "Not only will our new Naples bank offer a full suite of services, from mortgage lending and Wealth Management to commercial banking and Trust and Estate services, it will also serve as the hub for our Florida expansion and operations."

The new Naples location is Mutual of Omaha Bank's first full service community bank in Florida. The bank has been operating out of offices in Naples and Tampa since 2009 and recently announced plans to open its first full service community bank in Tampa in March 2010.

Linda Schnell has been named Community Bank Manager and will oversee all retail operations at the new Naples location, leading a team of bankers as they offer comprehensive banking solutions to local residents and businesses.

Schnell brings more than 30 years of experience to Mutual of Omaha Bank, including more than 20 years in the Naples market. She most recently served as Vice President of Affiliate

Funding for Fifth Third Bank in Naples. Schnell is a graduate of the FBA Florida School of Banking.

Lobby hours at the new Naples bank will be from 9 a.m.-4 p.m. Monday through Thursday and 9 a.m.-6 p.m. on Fridays. The bank also will feature a convenient drive-thru, which will be open from 8 a.m.-5 p.m. Monday through Thursday and 8 a.m.-6 p.m. on Fridays.

If customers have any questions, they may contact Mutual of Omaha Bank in Naples at (239) 687-5230.

Mutual of Omaha Bank is a full-service bank providing financial solutions to individuals and businesses in communities across the United States. With more than \$4 billion in assets, Mutual of Omaha Bank operates a network of full-service community banks in Arizona, California, Colorado, Florida, Nebraska, Nevada and Texas, and has loan production offices in Iowa and Kansas. 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.