

## READY TO WORK FOR YOU

We work hard to listen to your concerns and help you meet your financial goals. Our customers stay with us for two simple reasons: we listen and we provide. Let our commitments to personal service and hometown growth provide a home for all your financial needs. Nebraska's own First Westroads Bank.

## SERVING OUR CUSTOMERS

For 40 years, locally owned and operated, First Westroads Bank has grown with the Omaha community. Beginning back when the Westroads Shopping Center was at the forefront of an expanding metro area, the story of First Westroads Bank is one working to build personal relationships with customers and growing along with our community.



## TAKING A PERSONAL INTEREST IN YOU

Throughout our history, we've made it our mission to treat every customer with personal, hands-on banking service. We treat our customers the way we would want to be treated as customers. A personal interest in your needs and goals is what sets us apart from larger, national banking organizations.

## HELPING PEOPLE FULFILL THEIR GOALS AND DREAMS

First Westroads Bank provides a full range of consumer and business banking services:

- Checking and savings accounts for commercial and private customers
- Loans for home, family and business
- Credit cards
- Investments
- Retirement accounts

First Westroads Bank offers all this with unsurpassed personal service. From everyday life to managing your

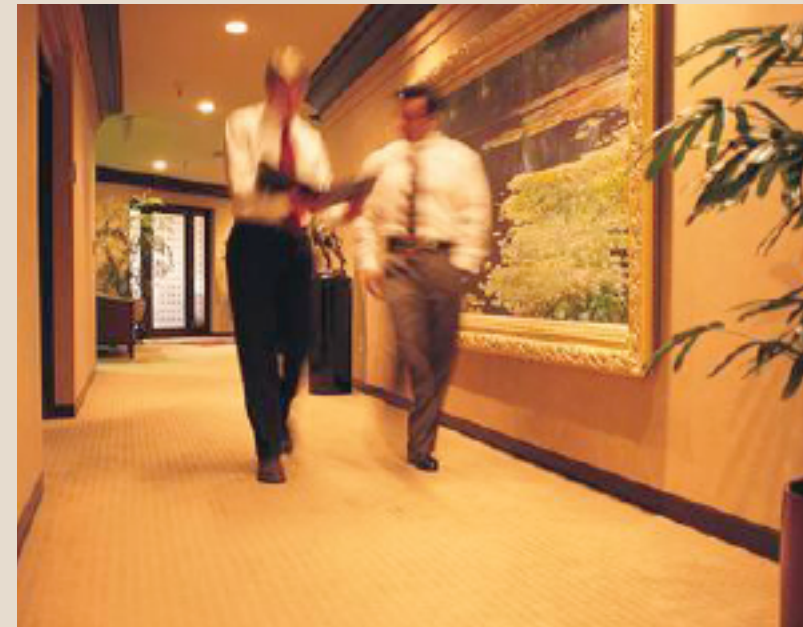
investments to building your dream home, we're there to help you with all your financial needs.

## LEADING THE WAY WITH CUTTING-EDGE FINANCIAL SERVICES

First Westroads Bank has always been a leader in cutting-edge financial services. We support one of the largest ATM networks in Nebraska, with almost 80 ATM locations.

We offer a variety of innovative services to save you time and make your banking needs more convenient than ever.

- **INTERNET BILL PAY SERVICE** Pay your bills from the comfort of your home, anytime, with our Internet Bill Pay service. It's fast, convenient and you don't have to sit down and write a stack of checks every month.
- **INTERNET FUND MANAGEMENT** Commercial clients can manage their finances online, with Internet Fund Management. Access up-to-the-minute account information and perform a variety of financial services, all from any Internet connection.



*Our commitment to maintaining customer satisfaction – with personal, hands-on service – is what has set us apart from nationwide banking conglomerates for almost 40 years.*

- **MOBILECONNECT** With MobileConnect, you can save time and money by handling your banking needs at your office or place of business.
- **CHECKCONNECT** With your CheckConnect Visa Debit Card, you can access your account anywhere Visa is accepted, across the globe – 14 million locations and growing.

## GROWING WITH THE OMAHA COMMUNITY

Our expansion followed Omaha's growth when we moved our headquarters in March, 2005. Larger, more modern facilities brought a new dimension to our level of service, but we still retain our West Dodge roots. Now with two locations to serve you, we offer the same personal, hometown service we always have, but with double the convenience.

## HANDS-ON SERVICE, HOMETOWN COMMITMENT

Our commitment to maintaining customer satisfaction – with personal, hands-on service – is what has set us apart

from nationwide banking conglomerates for almost 40 years. We're your hometown bank, committed to the Omaha area and its people, and we offer all the banking and financial services you need for home, family and business. Caring, knowledgeable staff; leading edge services and commitment to the success of our customers and our community. These are the cornerstones of our success. And they can become the cornerstones of your financial security.

## GOING FORWARD WITH YOU INTO THE 21<sup>ST</sup> CENTURY

Throughout all our growth, we've never lost sight of the importance of our relationships with customers just like you – our success depends on yours. We will continue to expand our services and seek out new ways to make your banking experience more convenient. As our world becomes more complicated, we will continue to strive to make your life simpler.