



NEBRASKALAND NATIONAL BANK

News

July 2010

Local People. Local Decisions. Local Ownership.



Mike Jacobson
President & CEO

Message from Mike

Since our last newsletter, TierOne Bank in North Platte closed their doors and Great Western Bank assumed the deposits and purchased most of their assets. Although their problems were well publicized prior to their ultimate failure, it still came as a surprise to many. Fortunately, no depositors lost money and the transfer was fairly seamless. This does not work as smoothly in every situation.

As a result of their failure, many depositors (and borrowers) have taken the time to reassess their own banking relationship to make certain that they are on sound footings. I have never been comfortable placing an ad in the newspaper promoting our financial strength (as some institutions around the country have). I always felt that it is better to let others send that message instead.

Many of you may have read the recent article in our weekly newspaper that quoted the Bauer Financial Company's "Star" rating for North Platte area banks. They rate banks on a 1-5 star rating system, with 5 being the highest rating. I am happy to report that NebraskaLand National Bank was one of only three institutions in Lincoln County who received a 5 star rating. If you want specific information regarding their rating system, it is available on their web site www.bauerfinancial.com. Please feel free to view their site to see the specifics of the ratings.

As one of the "Principal" Shareholders in our Holding Company, I have a strong vested interest in keeping the Bank strong. Additionally, many of our key officers are Shareholders as well. We are strongly committed to safety, soundness and keeping "your" bank strong.

As always, if you ever have any questions or concerns, please do not hesitate to call or stop by.

Main Bank

121 North Dewey St.
Phone: 308-534-2100
Fax: 308-534-7596

Lobby Hours:

Mon - Fri 9:00 am to 5:00 pm
Saturday Lobby Closed
Drive-Thru:
Mon - Fri 7:30 am to 5:00 pm
Saturday 8:00 am to 12:00 pm

South Branch

3000 South Jeffers St.
Phone: 308-534-7908
Fax: 308-534-5302

Mon - Fri 9:00 am to 5:00 pm
Saturday Closed

Wal-Mart Supercenter

1403 South Dewey St.
Phone: 308-534-0828
Fax: 308-534-0320

Mon - Fri 10:00 am to 7:00 pm
Saturday 10:00 am to 3:00 pm

North Branch

1020 North Jeffers St.
Phone: 308-534-2870
Fax: 308-696-0064

Mon - Fri 8:00 am to 5:00 pm
Saturday Closed

Mullen Branch

101 NW 1st St.
Mullen, NE
Phone: 308-546-0600

Mon - Fri
Lobby: 8:00 am to 4:00 pm
Drive-Thru: 8:00 am to 5:00 pm

Customer Corner

You can help save the environment, including your favorite tree, by signing up for FREE eStatements. It's a safe, easy and green way to receive your statement! Simply visit our website, click on the eStatement banner, and sign up today!

NebraskaLand National Bank Web-Site Redesign offers new look with Easier access to information!

We are pleased to announce the release of our new website. Our new site has been designed with a fresh new look and features easy navigation and access to important information. Once the website is launched, we invite you to take a look and let us know what you think! If you run into any problems, please notify the Marketing Department by emailing: dnichols@nebraskalandbank.com. We hope you enjoy!



Our Employees Make It Happen

NebraskaLand National Bank Promotions



Ty Lucas
Executive Vice President
Senior Loan Officer



Justin Schwartz
Senior Vice President
Commercial Credit Analyst



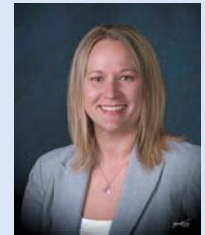
Krista Heiss
Executive Vice President
Senior Credit Officer



Hans Julius
Vice President
Commercial & Agribusiness Lending



Danielle Nichols
Marketing Director



Jenny Bonta
Loan Services
Administrative Assistant

Teach Children to Save

On Tuesday April 23rd employees from NebraskaLand National Bank began visiting local schools to start children on the path to a positive financial future by participating in National Teach Children to Save Day, an annual, nationwide event to teach kids their financial ABCs. NebraskaLand National Bank presented eight lessons scheduled at several elementary schools in our area. Lessons were about money and savings, covering topics such as budgeting, the difference between needs and wants, why it's important to save for emergencies and how interest makes money grow.



Community Minded



Community Shred Day A Success!

NebraskaLand National Bank held its 5th Annual Community Shred Day with Dynamite Document Destruction. Close to 3 tons of documents were destroyed. Shred Day highlights the importance of protecting yourself from identity theft

and creates awareness of the dangers. NebraskaLand National Bank provided a complimentary lunch to everyone who came to shred sensitive documents.

Go to our website and click on the Identity Theft link for current information on protecting yourself from becoming a victim of identity theft.

Walk A Mile In Her Shoes

NebraskaLand National Bank, KX104 and the North Platte Volunteer Fire Department teamed up for the fifth annual Walk a Mile in Her shoes event. The event was held on April 30th at 11:30 a.m. at NebraskaLand National Bank Downtown. A total of 33 walkers gathered to take part in the fundraiser for the North Platte Rape and Domestic Abuse Program. This



year's event raised a total of \$5,344. After the walk, the participants enjoyed a tailgate sponsored by NebraskaLand National Bank.