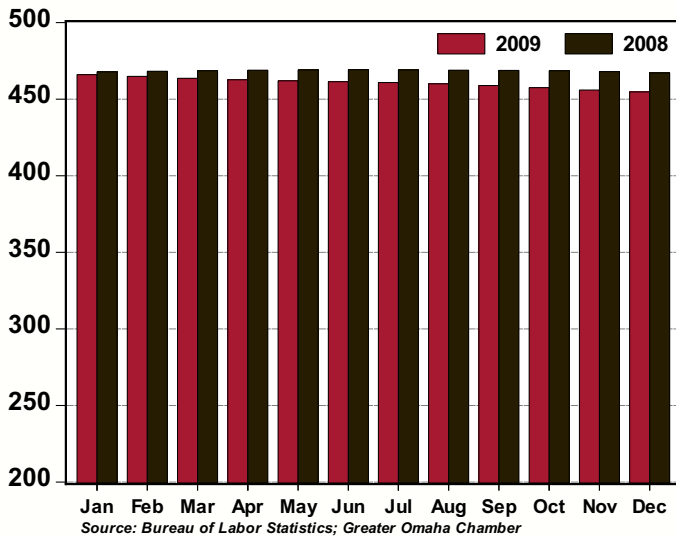


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published February 2010

**Total Non-Farm Employment,
Omaha MSA: 2009 v 2008**
(thousands, seasonally adjusted)



- The December unemployment rate was unchanged at 5.2 percent. Note: January employment data will not be available until mid-March. The data will include new benchmark revisions to prior months.
- Home sales activity pulled back a bit in January from December; however, compared to January 2009, sales are up a robust 34.7 percent.
- Single-family permits increased 5.4 percent in January from the previous month. Over the same period of time, non-residential permits posted a 0.6 percent decline.
- Net Taxable Sales decreased 0.6 percent in November compared to the previous month.

NATIONAL ECONOMY

- Tracking data suggest growth in Q1 Real Gross Domestic Product (RGDP) of about 3.0 percent annual rate.
- Strong January retail sales point to a modest positive contribution to RGDP from the consumer sector in Q1.
- Wages grew at a 2.8 percent pace in December (3-month annual rate) and the growth rate will likely accelerate with an improving labor market.
- The recovery in the manufacturing sector continues. The ISM Manufacturing Index jumped to 58.4 – the highest level since 2004 and the Institute for Supply Management reports that level is consistent with RGDP growth of 5.5 percent annual rate.
- Good news from the labor market: The manufacturing sector added 11,000 jobs in January and continued hiring of temporary workers (+52,000) suggest demand for labor is growing and should result in positive jobs gains in the future.

AREA HIGHLIGHTS

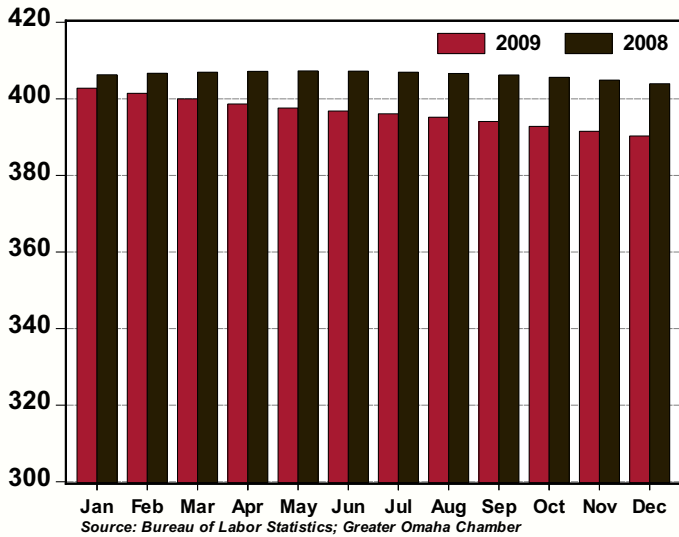
New Yahoo! Data Center Opens in Greater Omaha

Many state and local representatives joined Yahoo! executives to celebrate the opening of the company's new data center facility in La Vista, Neb., on February 25. Yahoo! is expected to employ approximately 200 people between the new data center and its sales and customer support center, both located in the greater Omaha area.

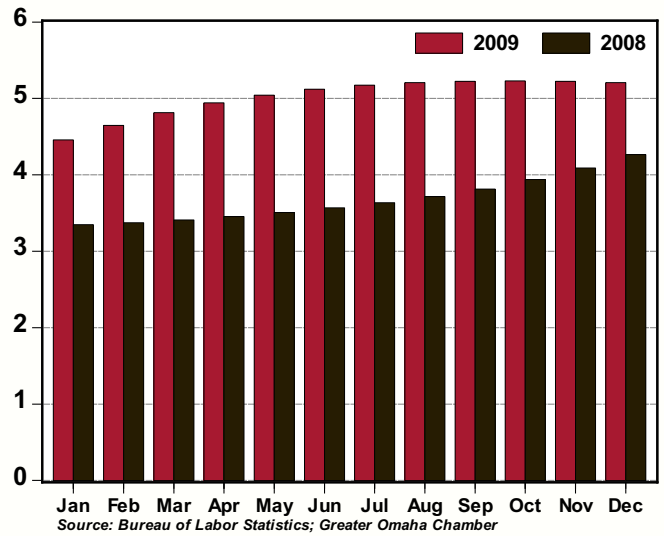
David G. Brown, president and CEO of the Greater Omaha Chamber, said "Opening this data center completes the vision Yahoo! had when they selected greater Omaha as the location for this state-of-the-art facility. Yahoo! recognized our well-educated, productive workforce and affordable, quality of life as real incentives in recruiting and hiring people to fill their high-tech jobs. Their investment acknowledges our location at the crossroads of the nation's telecommunications network – making us a core Internet city."

Source: Nebraska Department of Economic Development

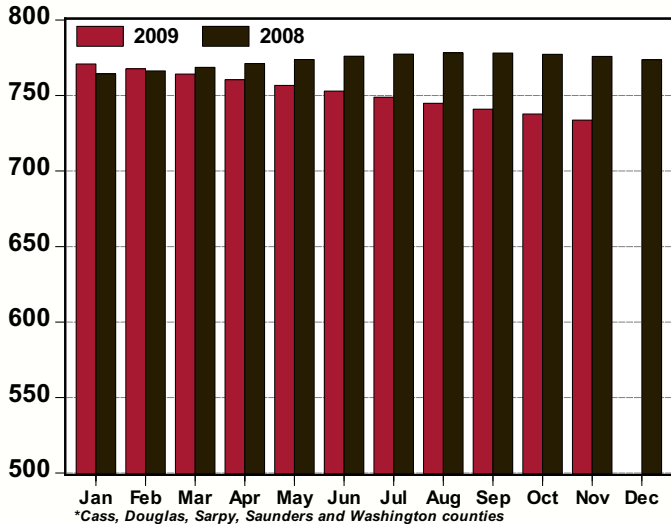
Total Private Employment, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted)



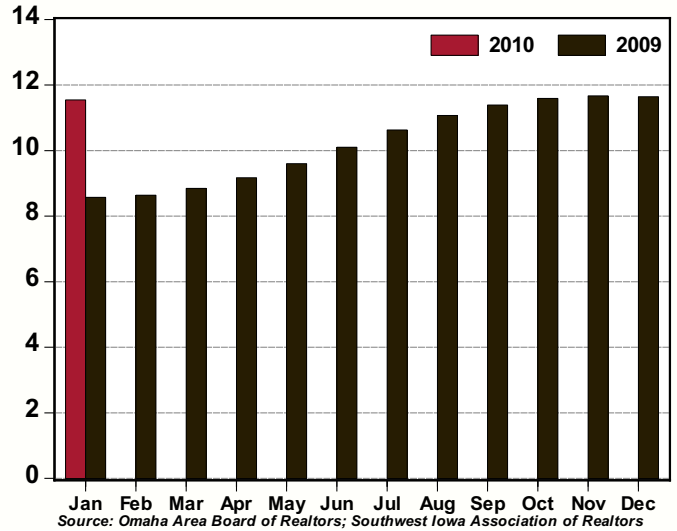
Unemployment Rate, Omaha MSA: 2009 v 2008
(%, seasonally adjusted)



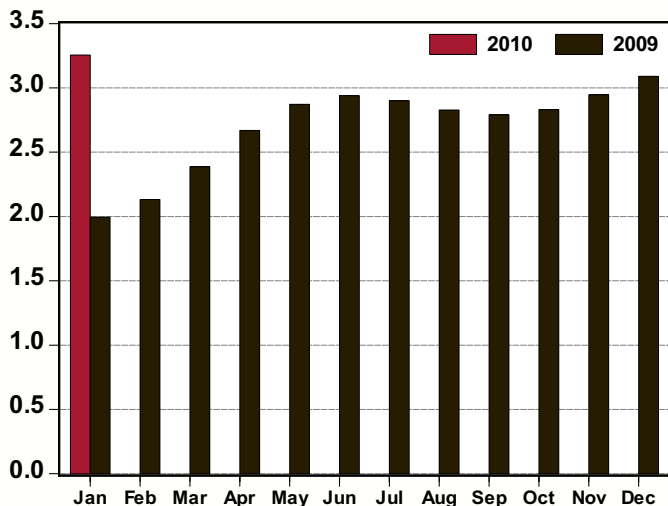
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2009 v 2008
(\$s millions, seasonally adjusted)



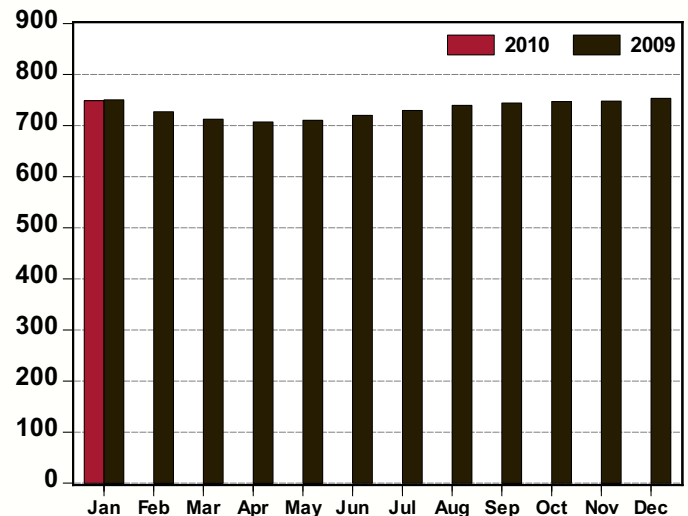
Home Sales, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted annual rate)



Single-Family Residential Permits, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted annual rate)



Non-Residential Permits, Omaha MSA: 2010 v 2009
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Jan 10	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09
Labor Market: Household Survey													
Labor Force (#,sa)		450,161	451,039	451,883	452,616	453,203	453,555	453,719	453,857	454,099	454,458	454,929	455,451
Employment (#,sa)		426,717	427,482	428,250	428,966	429,604	430,086	430,487	430,972	431,655	432,584	433,791	435,153
Unemployment (#,sa)		23,443	23,557	23,633	23,650	23,599	23,469	23,232	22,885	22,444	21,874	21,138	20,298
Unemployment Rate - Omaha (% ,sa)		5.2	5.2	5.2	5.2	5.2	5.2	5.1	5.0	4.9	4.8	4.6	4.5
Unemployment Rate - Nebraska (% ,sa)		4.7	4.6	4.9	4.9	5.0	5.0	5.0	4.8	4.5	4.7	4.3	4.3
Unemployment Rate - US (% ,sa)	9.7	10.0	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5	8.1	7.6
Labor Market: Establishment Survey													
Total Employment (000s, sa)		454.6	456.0	457.4	458.8	460.0	460.8	461.4	461.9	462.6	463.6	464.8	466.0
Private Employment (000s, sa)		390.3	391.5	392.8	394.1	395.2	396.1	396.8	397.6	398.7	400.0	401.4	402.8
Construction/Mining (000s, sa)		23.8	23.9	24.1	24.2	24.4	24.6	24.8	25.1	25.4	25.7	25.8	25.8
Manufacturing (000s, sa)		32.3	32.2	32.2	32.2	32.2	32.2	32.3	32.3	32.5	32.7	32.9	33.1
Trade, Trans. and Utilities (000s, sa)		96.3	96.5	96.7	96.9	96.9	96.9	96.8	96.8	97.0	97.3	97.7	98.2
Information (000s, sa)		11.3	11.4	11.4	11.4	11.4	11.4	11.4	11.5	11.6	11.7	11.7	11.8
Financial Activities (000s, sa)		39.7	39.7	39.7	39.6	39.6	39.6	39.6	39.6	39.6	39.7	39.7	39.8
Prof. and Business Services (000s, sa)		59.3	59.6	60.0	60.4	60.7	61.1	61.5	61.9	62.5	63.2	63.8	64.4
Educ. and Health Services (000s, sa)		68.1	68.0	68.0	68.0	68.0	68.0	68.0	68.0	68.0	67.9	67.9	67.8
Leisure and Hospitality (000s,sa)		43.0	43.5	44.1	44.6	45.1	45.4	45.5	45.4	45.3	45.1	45.1	45.2
Other Services (000s, sa)		16.6	16.6	16.7	16.7	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Government (000s, sa)		64.3	64.5	64.6	64.7	64.8	64.7	64.5	64.2	63.9	63.6	63.4	63.2
Construction Permits													
Total Permits (#, sa)	334	322	311	298	296	299	305	305	299	285	259	238	233
Valuation (\$000, nsa)	62,210	82,734	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229	48,900	35,176
Single-Family Residential Permits (#, sa)	271	257	246	236	233	236	242	245	239	222	199	178	166
Valuation (\$000, nsa)	23,240	25,710	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994	25,494	12,049
Non-Residential Permits (#, sa)	62	63	62	62	62	62	61	60	59	59	59	61	63
Valuation (\$000, nsa)	38,971	50,357	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078	23,406	18,687
Multi-Family Residential Units (#, nsa)	0	83	22	0	53	39	6	0	2	80	2	0	80
Valuation (\$000, nsa)	0	6,667	1,445	0	6,839	4,099	344	0	147	4,772	158	0	4,440
New and Existing Home Sales													
Total Sales (#, sa)	962	970	972	966	949	922	885	842	800	764	737	720	714
Total Value (\$mm, nsa)	65.1	96.0	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2	72.6	56.8
Utilities													
Electricity Customers (#, nsa)		345,768	345,080	344,531	343,504	343,211	342,580	342,614	342,503	341,906	341,900	341,967	341,725
Total Electricity Sold (mwh, 000s, sa)		875,989	853,413	830,782	812,964	803,784	808,859	829,708	858,804	884,416	899,496	900,626	889,292
Transportation													
Airline Passengers (000s, sa)	339.8	341.7	344.0	346.5	349.1	351.6	353.7	355.1	355.5	355.1	354.1	353.0	352.2
Airline Cargo (mm lbs., sa)	7.8	7.9	8.0	8.1	8.2	8.3	8.4	8.6	8.7	8.8	9.0	9.1	9.3
Commerce													
Net Taxable Sales (\$mm, sa)		733.6	737.7	741.0	744.8	748.9	748.9	752.9	756.6	760.4	764.1	767.7	770.9
Motor Vehicles (\$mm, sa)		91.9	91.8	91.5	91.3	91.0	91.0	90.7	90.4	90.1	89.9	89.7	89.6
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	2.6	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2	0.0
CPI - Midwest (yr/yr %, nsa)	2.9	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2	-0.3
Personal Consumption Expenditure Index (yr/yr %, sa)		2.1	1.5	0.1	-0.6	-0.6	-0.9	-0.4	-0.3	0.1	0.2	0.6	0.5
PCE Index, ex Food & Energy (yr/yr %, sa)		1.5	1.4	1.4	1.2	1.3	1.3	1.5	1.6	1.7	1.7	1.8	1.7

Note: sa = seasonally adjusted; nsa = not seasonally adjusted; na = not available.

BUSINESS BAROMETER

The following companies are new or have recently expanded operations in the Greater Omaha metro area. Announcements in this list have been gathered from public releases and the local media. Investment estimates are based on public announcements, while employment is based on public announcements and industry averages.

January 2010 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
Mocha Amore Coffee House	20024 Glenmore Dr.	Coffee shop	NA	2
Mutual of Omaha Bank	12702 Westport Parkway	Bank	NA	15
Goodwill Industries	72nd & Ames	Offices/retail	\$11,200,000	NA
Legal Grounds	Sarpy Co. Courthouse	Coffee shop	NA	5
Antiques on Franklin	2217 Franklin St.	Antique store	NA	2
The Mixing Room	11740 Stonegate Circle	Recording studio	NA	2
Cafe Annie's	351 N. 78th St.	Restaurant	NA	NA
Cafe Annie's	16909 Lakeside Hills Plz.	Restaurant	NA	NA
Paddy O'Quigley's Pub & Grille	16th & Douglas	Sports bar	NA	25
Delice European Bakery & Café	3201 Farnam St.	Bakery & café	NA	20
Cantina Laredo	120 S. 31st Ave.	Restaurant	NA	25
Elkhorn School District		School	NA	50
Grand China Buffet	11226 Chicago Circle	Restaurant	NA	25
Erftmier Law LLC	11808 W. Center Rd, Ste 100	Law office	NA	3
CVS Pharmacy	Sixth St. & Kanessville Blvd.	Pharmacy	NA	30
Aspen Athletic Club	Aksarben Village	Fitness center	NA	25
Eye Specialists of Council Bluffs	1505 W. Broadway	Optometrist	NA	10
What Cheer	1111 N. 13th Street	Web design studio	NA	4
Secret Penguin	1111 N. 13th Street	Design agency	NA	4
Inclosed Studio	13th & Webster	Design studio	NA	2
Centris Federal Credit Union	4804 Ames Ave.	Bank	NA	5
Millard Horizon High School	204th & Q Streets	High school	\$9,200,000	30
University of Phoenix	7775 Olson Dr.	Learning center	NA	12
Total YTD 2010			\$22,400,000	473