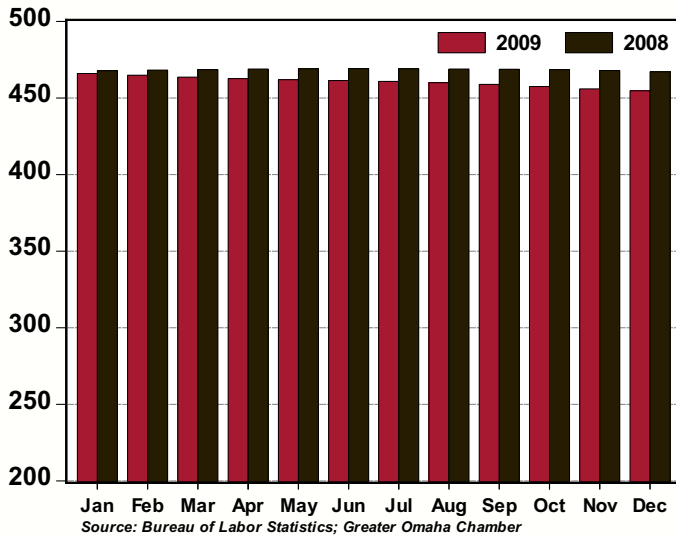


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published January 2010

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



- The unemployment rate for the Omaha MSA edged downwards to 5.2 percent in November (seasonally adjusted). Note: December unemployment data will not be available until the first week of February.
- Total employment in the Omaha MSA decreased 0.3 percent in December.
- Manufacturing posted a 0.1 percent gain in employment. Financial Activities and Education and Healthcare Services were unchanged.
- Home sales activity remains solid, with sales advancing 3.4 percent in December from November. For the twelve months ending in December, sales increased 47.9 percent.
- Single-family permits increased 3.6 percent in December from the previous month. Non-residential permits posted a 3.2 percent increase in December compared to November.
- Net Taxable Sales decreased 0.5 percent in October compared to the previous month.

NATIONAL ECONOMY

- Tracking data indicates Q4 Gross Domestic Product annual growth rate of 6 percent plus. Consumer spending, business equipment spending, residential construction, exports and inventories should make positive contributions to growth. Business expenditures on structures will likely dampen growth.
- This morning's report on new orders for durable goods suggests the rebound in manufacturing continues.
- The December Employment Situation report showed the fifth consecutive month of employment gains in temporary employment, a leading indicator of job growth in other sectors. Also, bank/insurance employment increased 9,900, the largest monthly gain in three years.
- Although the Federal Reserve left their target interest rate unchanged, the statement was much more upbeat regarding growth prospects than prior statements. There was one dissenting vote, indicating support for keeping rates unchanged is beginning to diminish.

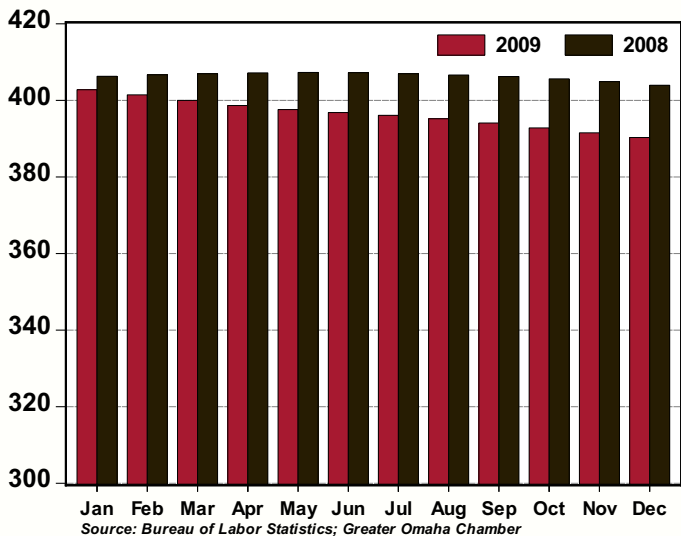
AREA HIGHLIGHTS

Nebraska's Growth Exceptionally Strong According to Latest Estimates

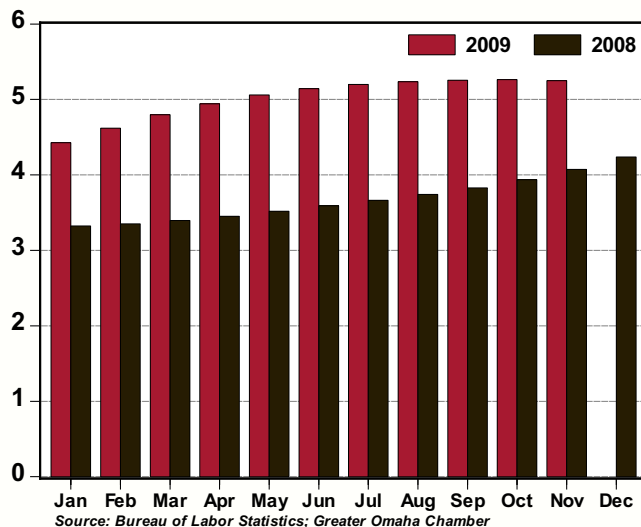
According to the latest population estimates released last month by the U.S. Census Bureau, Nebraska's population grew by 14,670 people to 1,796,619 as of July 1, 2009. Nebraska's one year gain of 0.82 percent was just short of the U.S. growth rate of 0.86. Nebraska has not been so close to the national rate since 1961. Being nearly equal to the U.S. rate shows Nebraska's growth was exceptionally strong. The difference was increased migration of people from other states and countries into Nebraska. In an average year, Nebraska has lost 1,500 people to migration, but the 2009 figure showed a net gain of 2,000 people. Nebraska is seeing people come from states hard hit during the recession – Florida, Arizona and Nevada - and fewer people leaving the state for other locations. For the decade, Nebraska has added more than 80,000 people. Nebraska's population will most likely top 1.8 million when the U.S. Census count is taken.

Source: Omaha World-Herald

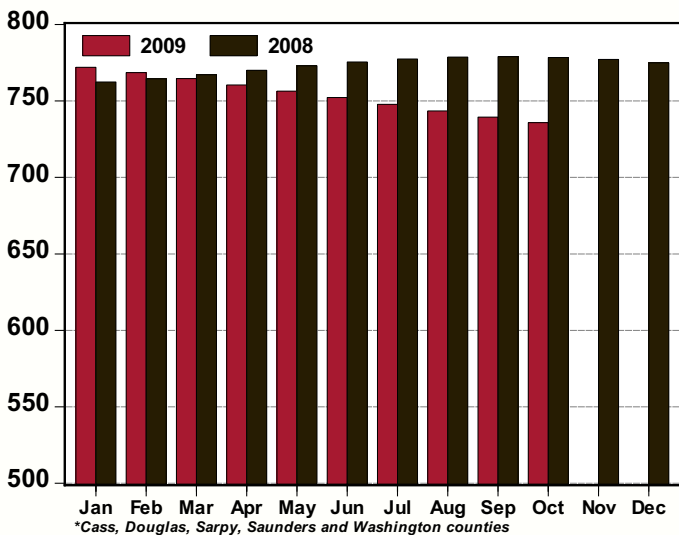
Total Private Employment, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted)



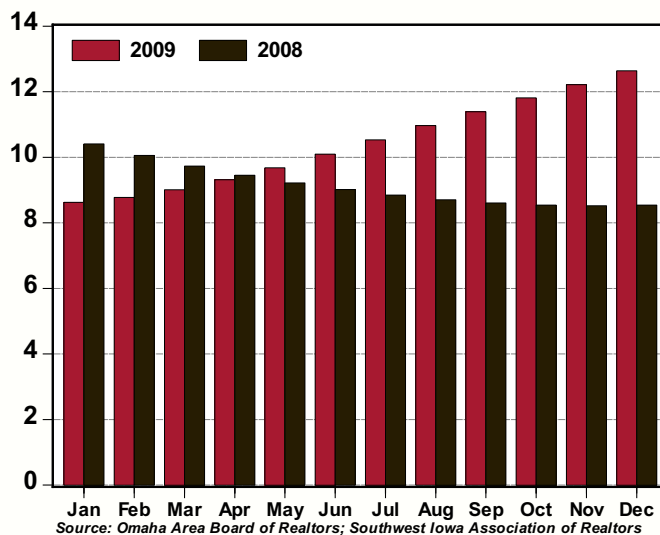
Unemployment Rate, Omaha MSA: 2009 v 2008
(%, seasonally adjusted)



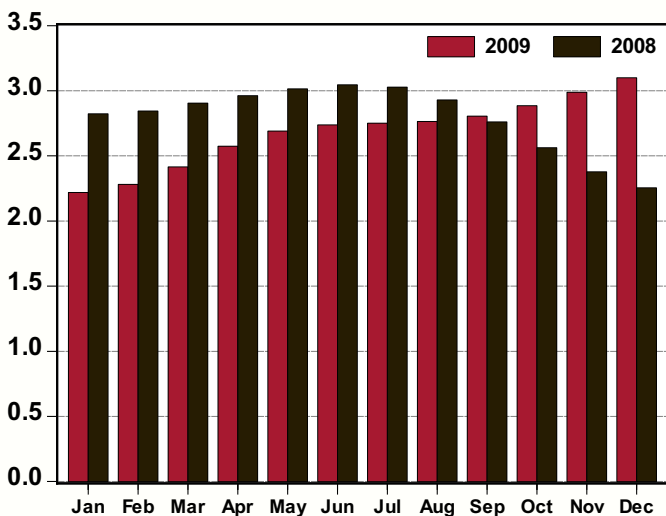
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2009 v 2008
(\$s millions, seasonally adjusted)



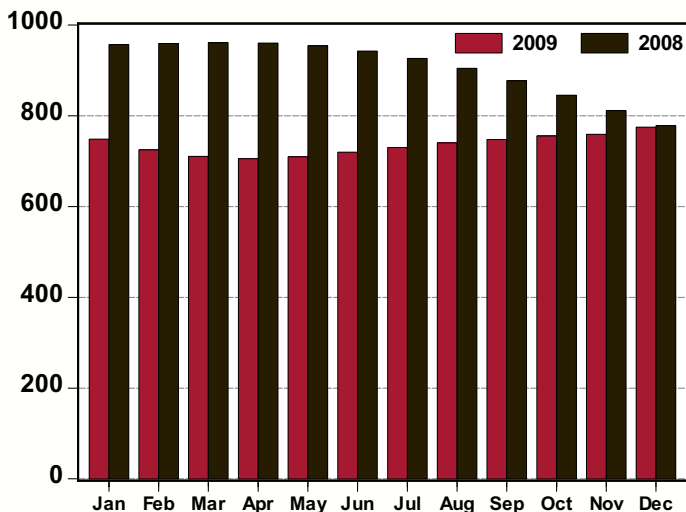
Home Sales, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted annual rate)



Single-Family Residential Permits, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted annual rate)



Non-Residential Permits, Omaha MSA: 2009 v 2008
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09	Dec 08
Labor Market: Household Survey													
Labor Force (#,sa)	452,462	452,587	452,587	452,755	453,014	453,343	453,627	453,883	454,196	454,625	455,121	455,631	456,017
Employment (#,sa)	428,713	428,773	428,773	428,963	429,299	429,770	430,294	430,920	431,750	432,818	434,099	435,466	436,688
Unemployment (#,sa)	23,750	23,814	23,814	23,792	23,715	23,573	23,332	22,963	22,447	21,807	21,022	20,165	19,329
Unemployment Rate - Omaha (% ,sa)	5.2	5.3	5.3	5.3	5.2	5.2	5.1	5.1	4.9	4.8	4.6	4.4	4.2
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	3.9
Unemployment Rate - US (% ,sa)	10.0	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5	8.1	7.6	7.2
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	467.1
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	403.9
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	25.7
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	33.2
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	98.6
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	11.9
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	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	64.8
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	67.7
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	45.4
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	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	63.1
Construction Permits													
Total Permits (#, sa)	325	315	303	297	294	292	288	284	277	261	250	251	260
Valuation (\$000, nsa)	82,734	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229	48,900	35,176	61,373
Single-Family Residential Permits (#, sa)	258	249	240	234	230	229	228	224	215	201	190	185	188
Valuation (\$000, nsa)	25,710	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994	25,494	12,049	11,725
Non-Residential Permits (#, sa)	65	63	63	62	62	61	60	59	59	59	60	62	65
Valuation (\$000, nsa)	50,357	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078	23,406	18,687	44,393
Multi-Family Residential Units (#, nsa)	83	22	0	53	39	6	0	2	80	2	0	80	133
Valuation (\$000, nsa)	6,667	1,445	0	6,839	4,099	344	0	147	4,772	158	0	4,440	5,255
New and Existing Home Sales													
Total Sales (#, sa)	1,053	1,018	984	949	914	877	841	807	776	751	731	719	712
Total Value (\$mm, nsa)	96.0	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2	72.6	56.8	87.4
Utilities													
Electricity Customers (#, nsa)	345,080	344,531	344,531	343,504	343,211	342,580	342,614	342,503	341,906	341,900	341,967	341,725	341,534
Total Electricity Sold (mwh, 000s, sa)	814,509	807,087	804,206	804,206	804,945	812,293	829,346	854,255	880,165	897,777	903,135	896,783	883,286
Transportation													
Airline Passengers (000s, sa)	342.2	344.5	346.9	349.3	351.5	353.3	354.2	354.3	353.7	353.0	352.5	352.5	352.9
Airline Cargo (mm lbs., sa)	7.9	8.0	8.1	8.2	8.3	8.4	8.6	8.7	8.8	9.0	9.1	9.3	9.4
Commerce													
Net Taxable Sales (\$mm, sa)	735.8	739.4	735.8	739.4	743.4	747.8	752.2	756.3	760.5	764.6	768.5	772.0	774.9
Motor Vehicles (\$mm, sa)	95.7	94.6	95.7	94.6	93.6	92.7	91.8	90.9	90.2	89.6	89.2	89.1	89.2
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2	0.0	0.1
CPI - Midwest (yr/yr %, nsa)	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2	-0.3	-0.3
Personal Consumption Expenditure Index (yr/yr %, sa)	1.5	1.5	0.2	-0.6	-0.5	-0.9	-0.4	-0.3	0.1	0.2	0.6	0.5	0.6
PCE Index, ex Food & Energy (yr/yr %, sa)	1.4	1.4	1.4	1.3	1.3	1.4	1.5	1.6	1.7	1.7	1.8	1.7	1.8

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.

December 2009 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
Fluff Your Stuff	1022 Leavenworth St.	Interior design	NA	2
Guru Instruments	1022 Leavenworth St.	Medical supplies	NA	2
Sunshine Stitches	595 S. 155th Ave.	Sewing & fabric store	NA	5
Sincerely Yours Boutique	4817 S. 136th St.	Gift store	NA	5
Lawlor's	Shadow Lake Towne Center	Sporting goods store	NA	10
Creighton Mededical Assoc. - Old Market Clinic	1319 Leavenworth St.	Medical clinic	NA	10
Chocolaterie Stam	Shadow Lake Towne Center	Chocolate shop	NA	5
Cox Communications	Shadow Lake Towne Center	Telecommunications	NA	10
Subway	Shadow Lake Towne Center	Restaurant	NA	5
J'Marie's Bridal	Shadow Lake Towne Center	Bridal shop	NA	5
Dollar Tree	Shadow Lake Towne Center	Retail store	NA	15
Ballet Nebraska	TBA	Ballet company	NA	2
Ballet School	84th & F Streets	Ballet school	NA	5
Flavors	1901 Farnam St.	Restaurant	NA	5
Asian Wok	2666 N. 90th St.	Restaurant	NA	5
Famous Dave's	132nd & Maple Streets	Restaurant	NA	20
Greenstreet Cycles	13th & Mike Fahey Sts.	Bicycle shop	150,000	3
KVC Behavioral HealthCare.	10909 Mill Valley Road	Social services	NA	90
Bennington Equipment	15151 S. Highway 31	John Deere dealership	NA	8
Eileen's Colossal Cookies	8410 S. 73rd Plaza	Cookie shop	NA	5
Family Favorite Cookies	1219 Applewood Dr.	Cookie shop	NA	5
Kitchen Emporium & Wine Shop	805 S. Main St.	Kitchen goods & wine	NA	5
Ingredient	Midtown Crossing	Restaurant	NA	20
Members.MD	TBA	Concierge med. serv.	NA	NA
Farm Credit Services of America	120th & Q Streets	Ag credit & insurance	17,000,000	NA
Children's Hospital & Med, Center - Outpatient Center	84th & W. Dodge Rd.	Outpatient clinic	55,000,000	NA
		Total 2009	\$495,247,500	3,148