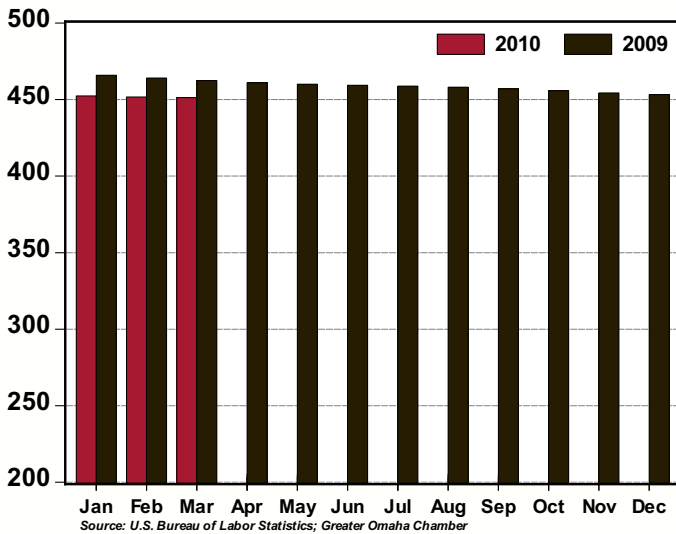


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published April 2010

**Total Non-Farm Employment,
Omaha MSA: 2010 v 2009**
(thousands, seasonally adjusted)



- The March unemployment rate was unchanged at 5.4 percent from the upwardly revised February rate.
- Total employment in Greater Omaha edged downwards by 0.1 percent in March.
- The Trade, Transportation and Utilities, Professional and Business Services, and Other Services sectors posted modest gains in employment for the month. Education and Health Services employment was unchanged.
- Spurred in part by the homebuyer tax credit deadline, home sales posted a 10.8 percent increase in March. Single-family permits increased 1.9 percent in March.
- Net Taxable Sales decreased 0.5 percent in January compared to the previous month.

NATIONAL ECONOMY

- Incoming data continue to point to improving economic conditions.
- Non-farm payrolls increased 162,000 in March. Private sector gains were wide-spread, with the Bureau of Labor Statistics' diffusion index showing 60 percent of industries added jobs in March.
- March retail sales jumped 1.6 percent. Almost every sales category posted an increase. The consumer sector likely grew at a 3 percent to 4 percent pace in the first quarter.
- Sales of both new and existing homes surprised on the upside, with the former posting a 26.9 percent increase for March and the latter posting a 6.8 percent gain.
- The March durable goods report indicates solid business expenditure investment. The decline in civilian aircraft orders masked the solid increase in industrial machinery orders (+8.6 percent), primary metals (+3.5 percent) and computers and electronic products (+3.4 percent).

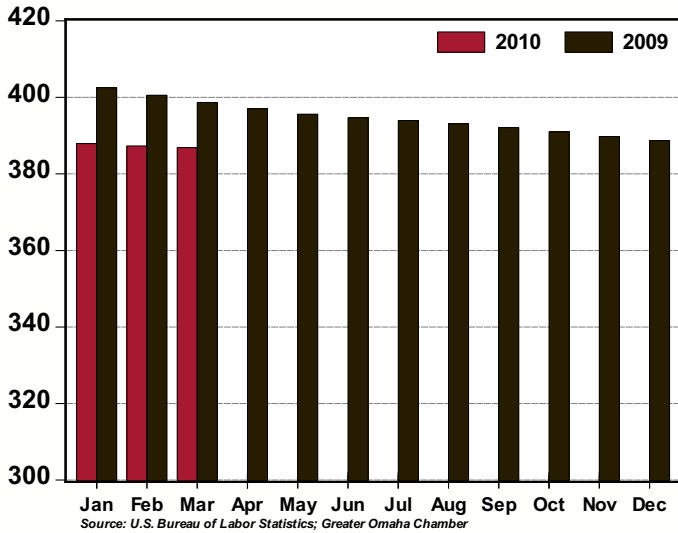
AREA HIGHLIGHTS

U-Haul Ranks Omaha in 2009 Top 10 U.S. Growth Cities

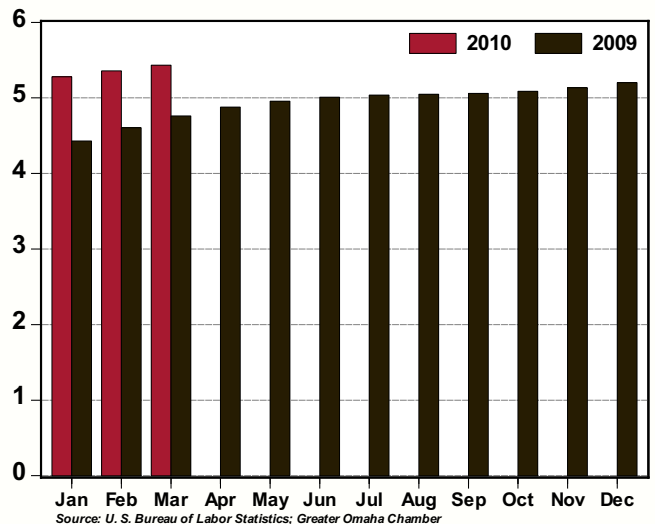
U-Haul International, Inc. recently released results of the annual U-Haul National Migration Trend Report that reflects the nation's top growth areas for families that moved during 2009. The 2009 Top U.S. Growth Cities Report indicates that for cities with more than with 5,000 families moving, Omaha, Neb., ranked eighth, with a 6.95 percent rate of in-movement.

David Drozd, research coordinator with the Center for Public Affairs Research at the University of Nebraska at Omaha, notes the overall improving trend for Omaha, stating, "Omaha improved from 15th place in 2008 to eighth place this year. The improvement in the in-movement rate was notable, as Omaha more than doubled last year's 3.20 percent in-movement rate."

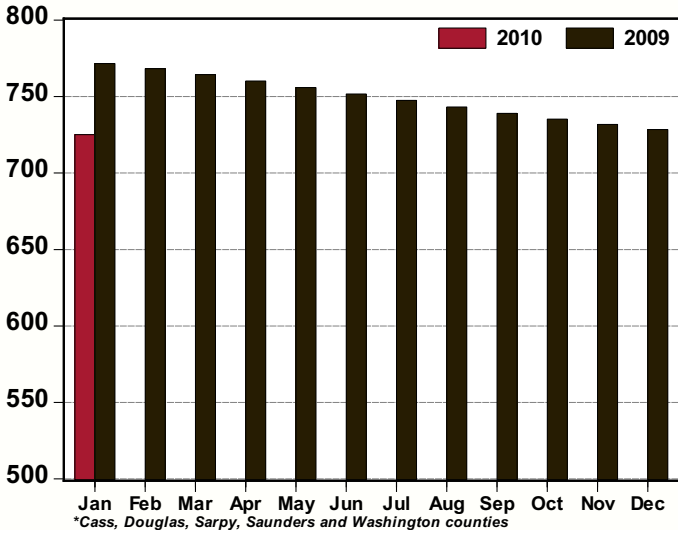
Total Private Employment, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted)



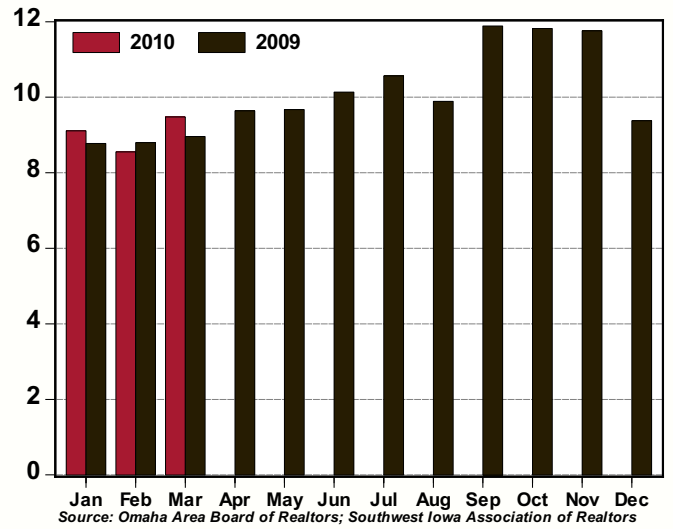
Unemployment Rate, Omaha MSA: 2010 v 2009
(%, seasonally adjusted)



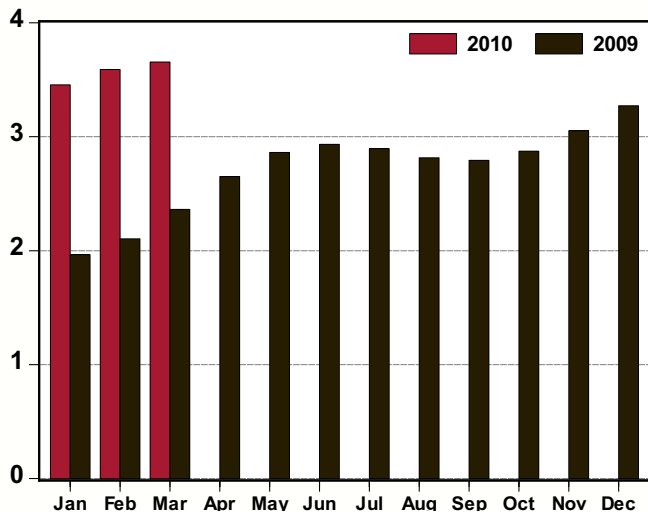
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2010 v 2009
(\$ millions, seasonally adjusted)



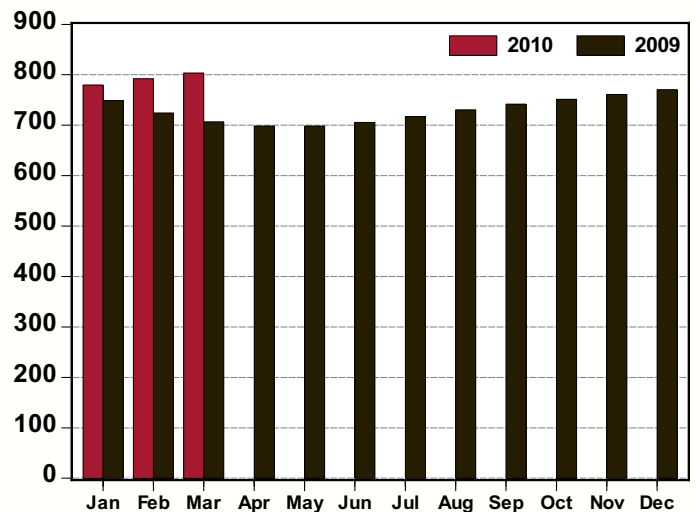
Home Sales, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted annual rate)



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	Mar 10	Feb 10	Jan 10	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09
Labor Market: Household Survey													
Labor Force (#,sa)	449,054	449,439	449,855	450,391	451,093	451,852	452,585	453,212	453,602	453,777	453,882	454,015	454,245
Employment (#,sa)	424,790	425,352	425,956	426,645	427,443	428,233	428,964	429,611	430,114	430,535	430,994	431,585	432,397
Unemployment (#,sa)	24,264	24,087	23,899	23,746	23,650	23,619	23,620	23,601	23,488	23,242	22,888	22,429	21,848
Unemployment Rate - Omaha (% ,sa)	5.4	5.4	5.3	5.3	5.2	5.2	5.2	5.2	5.2	5.1	5.0	4.9	4.8
Unemployment Rate - Nebraska (% ,sa)	5.0	4.8	4.7	4.6	4.6	4.7	4.8	4.8	4.8	4.8	4.7	4.6	4.5
Unemployment Rate - US (% ,sa)	9.7	9.7	9.7	10.0	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5
Labor Market: Establishment Survey													
Total Employment (000s, sa)	451.2	451.7	452.3	453.2	454.3	455.7	457.0	458.0	458.8	459.3	460.0	461.0	462.4
Private Employment (000s, sa)	386.9	387.3	387.9	388.7	389.7	390.9	392.1	393.1	393.9	394.7	395.6	397.0	398.7
Construction/Mining (000s, sa)	22.0	22.2	22.5	22.8	23.1	23.3	23.6	23.8	24.0	24.2	24.4	24.5	24.7
Manufacturing (000s, sa)	31.2	31.3	31.3	31.3	31.2	31.1	31.1	31.0	31.1	31.2	31.4	31.6	31.9
Trade, Trans. and Utilities (000s, sa)	93.6	93.5	93.5	93.5	93.6	93.8	94.1	94.4	94.7	95.1	95.4	95.9	96.5
Information (000s, sa)	10.9	11.0	11.1	11.2	11.3	11.4	11.4	11.4	11.4	11.4	11.4	11.5	11.6
Financial Activities (000s, sa)	38.8	39.0	39.1	39.3	39.4	39.6	39.6	39.7	39.7	39.8	39.9	40.1	40.3
Prof. and Business Services (000s, sa)	61.2	61.2	61.2	61.2	61.4	61.6	62.0	62.4	62.6	62.7	62.8	63.0	63.4
Educ. and Health Services (000s, sa)	68.8	68.8	68.8	68.8	68.8	68.9	69.0	69.0	69.0	68.9	68.8	68.8	68.8
Leisure and Hospitality (000s, sa)	43.5	43.6	43.7	43.9	44.2	44.4	44.5	44.6	44.7	44.7	44.7	44.6	44.6
Other Services (000s, sa)	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Government (000s, sa)	64.4	64.4	64.4	64.5	64.6	64.7	64.9	64.9	64.9	64.6	64.3	64.0	63.7
Construction Permits													
Total Permits (#, sa)	372	365	353	339	321	302	296	297	303	303	298	283	257
Valuation (\$000, nsa)	164,211	54,540	62,210	82,734	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229
Single-Family Residential Permits (#, sa)	305	299	288	273	254	239	233	235	241	244	238	221	197
Valuation (\$000, nsa)	35,267	39,415	23,240	25,710	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994
Non-Residential Permits (#, sa)	67	66	65	64	63	63	62	61	60	59	58	58	59
Valuation (\$000, nsa)	128,944	15,126	38,971	50,357	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078
Multi-Family Residential Units (#, nsa)	0	0	0	83	22	0	53	39	6	0	2	80	2
Valuation (\$000, nsa)	0	0	0	6,667	1,445	0	6,839	4,099	344	0	147	4,772	158
New and Existing Home Sales													
Total Sales (#, sa)	790	713	759	782	980	985	990	824	881	845	806	803	746
Total Value (\$mm, nsa)	126.9	73.2	65.1	96.0	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2
Utilities													
Electricity Customers (#, nsa)	346,487	346,163	346,163	345,768	345,080	344,531	343,504	343,211	342,580	342,614	342,503	341,906	341,900
Total Electricity Sold (mwh, 000s, sa)	917,895	904,035	883,367	883,367	859,147	833,521	812,043	802,371	810,187	832,112	859,319	882,508	895,479
Transportation													
Airline Passengers (000s, sa)	343.6	343.2	343.0	343.3	344.4	346.2	348.7	351.4	353.9	355.6	356.2	355.7	354.6
Airline Cargo (mm lbs., sa)	7.9	8.0	8.0	8.1	8.1	8.2	8.3	8.3	8.4	8.5	8.7	8.8	8.9
Commerce													
Net Taxable Sales (\$mm, sa)	725.0	728.4	731.7	735.3	739.0	743.1	747.4	751.7	755.9	760.1	764.3	764.3	764.3
Motor Vehicles (\$mm, sa)	88.9	89.3	89.6	90.0	90.2	90.4	90.4	90.4	90.4	90.4	90.3	90.1	90.0
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	2.3	2.1	2.6	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4
CPI - Midwest (yr/yr %, nsa)	2.6	2.5	2.9	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8
Personal Consumption Expenditure Index (yr/yr %, sa)		1.8	2.1	2.1	1.5	0.1	-0.6	-0.6	-0.9	-0.4	-0.3	0.1	0.2
PCE Index, ex Food & Energy (yr/yr %, sa)		1.3	1.5	1.6	1.5	1.4	1.2	1.3	1.3	1.5	1.6	1.7	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.

March 2010 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
Midwest Security Lamination	Legacy Point - 175th & Center	Security glass	NA	3
Body in Harmony	Miracle Hills - 120th & Dodge	Medical practice	NA	3
Cox Communications	Westroads Mall	Retail outlet	NA	5
Cox Communications	168th & W. Dodge Rd.	Retail outlet	NA	5
Cindy Lou's Sports Bar & Grill	204 E. Lincoln St.	Restaurant	NA	5
Lily's Beauty Salon	1602 Vinton St.	Beauty salon	NA	5
TTM Toys	7570 S. 84th St.	Toy store	NA	2
Family Justice Center of the Midlands	19th & Harney	Domestic abuse shelter	NA	5
Aspen Dental	7059 Dodge St.	Dental office	NA	11
Soup Revolution		Mobile soup station	NA	1
Bessmer-Schwab, PC	105 S. 90th St.	Concierge healthcare	NA	5
Daily Grub	1054 S. 20th St.	Restaurant	NA	10
Brick House Tavern & Tap	701 N. 102nd St.	Restaurant	NA	30
Blanc Burgers + Bottles	Midtown Crossing	Restaurant	NA	25
Panda Express	Metro Crossing	Restaurant	NA	15
Olive Garden	Metro Crossing	Restaurant	NA	25
The Foundation	1407 Harney St.	Craft beer bar	NA	10
Buffalo Wings & Rings	12240 L St., Suite 109	Restaurant	NA	30
The Loose Moose Bar & Grill	120th & Fort	Restaurant & bar	NA	20
Joe's Café	6564 Maple St.	Restaurant	NA	5
Black Hills Energy	72nd & E. First St.	Utility	NA	175
Floor Coverings International	13233 B St.	Floor covering studio	NA	5
Okinawa Sushi	12240 L St., Suite 101	Restaurant	NA	20
Farrell's eXtreme Bodyshaping	4915 N. 120th St.	Gym	NA	5
Black & Veatch	15th & Farnam	Engineering firm	NA	10
Pandora	168th & Dodge - Village Pointe	Jewelry store	NA	5
StockCross Financial Services	168th & Dodge - Village Pointe	Brokerage firm	NA	10
Beauty Brands	168th & Dodge - Village Pointe	Beauty retailer & salon	NA	20
Easyway International Ltd.	12120 Port Grace Blvd.	Logistics	\$3,000,000	30
Walmart	Hayden Place	Retail store	NA	200
ReConnect Chiropractic, P.C.	607 Pinnacle Drive, Suite A	Chiropractic office	NA	3
Council Bluffs Public Works	1001 10th Ave.	Maintenance facility	\$9,000,000	55
Grey Plume	Midtown Crossing	Restaurant	NA	20

Total YTD 2010 \$36,600,000 1,664



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