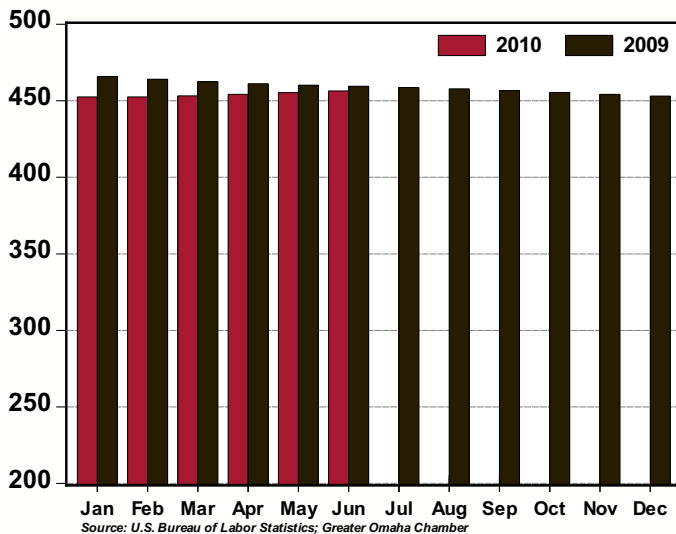


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published July 2010

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



- Total employment in Greater Omaha increased for the fourth consecutive month in June, advancing by 0.3 percent for the month. Revised data now shows that private sector employment has increased for four consecutive months.
- The Trade, Transportation and Utilities, Financial Activities, Professional and Business Services, Leisure and Hospitality and Government sectors posted month-to-month increases.
- The rate of unemployment edged downwards in June to 5.2 percent.
- Home sales increased 3.6 percent in June; sales have increased for five consecutive months. Single-family permits declined for the fifth consecutive month in June.
- Net Taxable Sales posted a 1.2 percent increase in April, the sixth consecutive monthly increase.

NATIONAL ECONOMY

- Second quarter Real Gross Domestic Product (RGDP) increased 2.4 percent, in line with consensus expectations. First quarter RGDP was revised upwards to 3.4 percent from the previously reported 2.7 percent.
- The individual components of the RGDP report indicate the recovery picked up steam in the second quarter.
- The rate of growth for business expenditures in structures, equipment and software purchases, residential investment and government expenditures all accelerated in Q2 compared to Q1.
- In addition, Q2 final sales to domestic purchasers increased by 4.2 percent compared to 3.5 percent in Q1.
- Inventories and imports dampened growth in RGDP in Q2.

AREA HIGHLIGHTS

More Businesses Seek Tax Incentives Through Nebraska Advantage

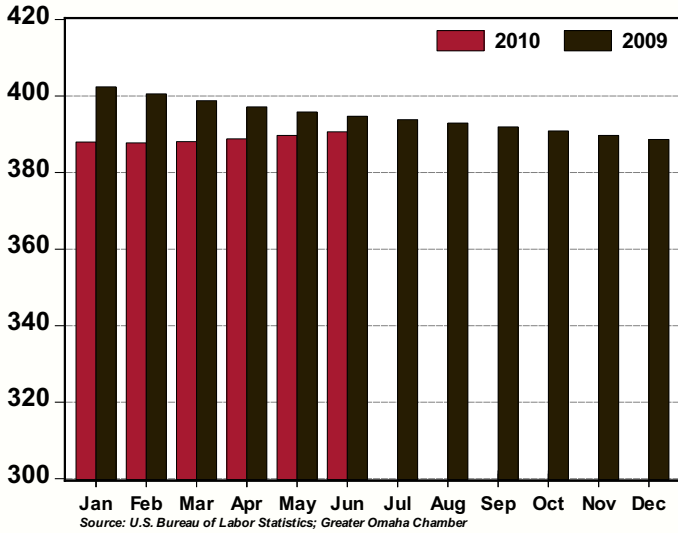
So far this year, nearly as many companies have applied for tax benefits under the Nebraska Advantage business incentives law as did so in all of last year. According to an Omaha World-Herald article, State Tax Commissioner Doug Ewald said, "Hopefully it means businesses are looking to expand and financial institutions are loosening the purse strings."

The business incentive programs are targeted to big businesses that invest at least \$1 million and create at least 10 jobs in Nebraska. Companies receive no tax benefits until they meet minimum thresholds of investment of job creation. In all, 26 companies during 2009 filed new applications under Nebraska Advantage, pledging to invest almost \$300 million and create 1,665 jobs. Those numbers were down sharply from 2008, when 44 companies pledged to invest more than \$750 million and create 2,333 jobs.

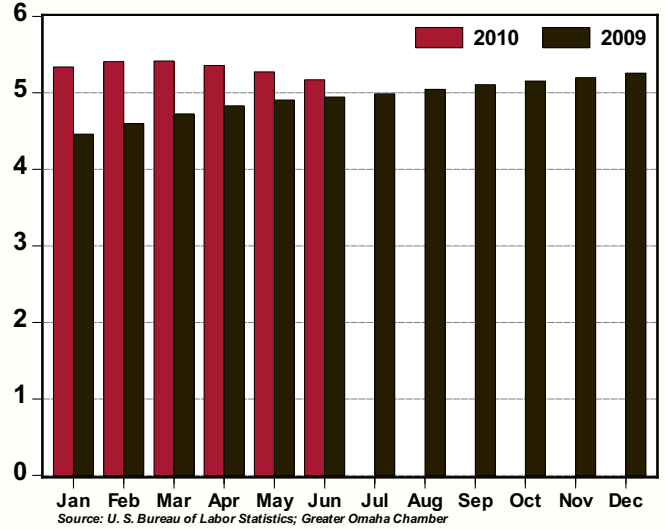
According to the article, Ewald said activity for the first six months of this year is much stronger, a sign that Nebraska's economy is on the rebound. The 24 applications received include about the same number of jobs pledged as last year and almost as much investment.

Source: Omaha World-Herald

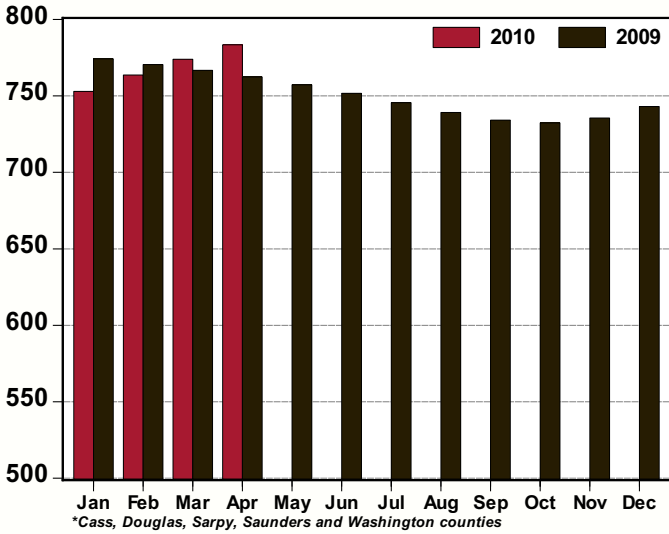
Total Private Employment, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted)



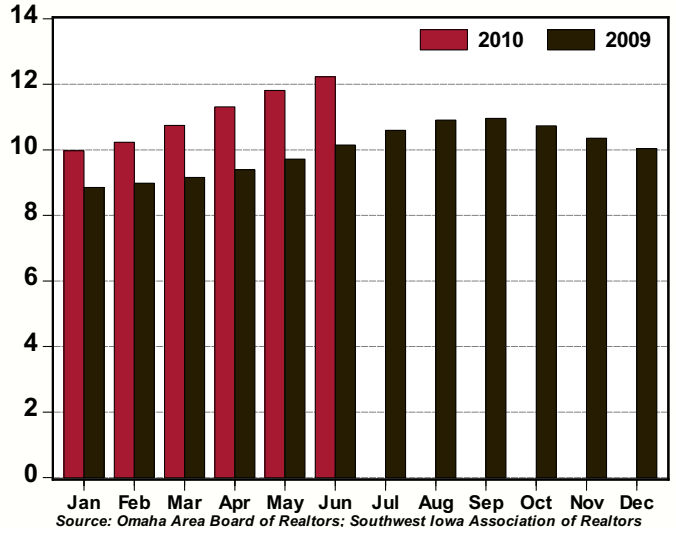
Unemployment Rate, Omaha MSA: 2010 v 2009
(%, seasonally adjusted)



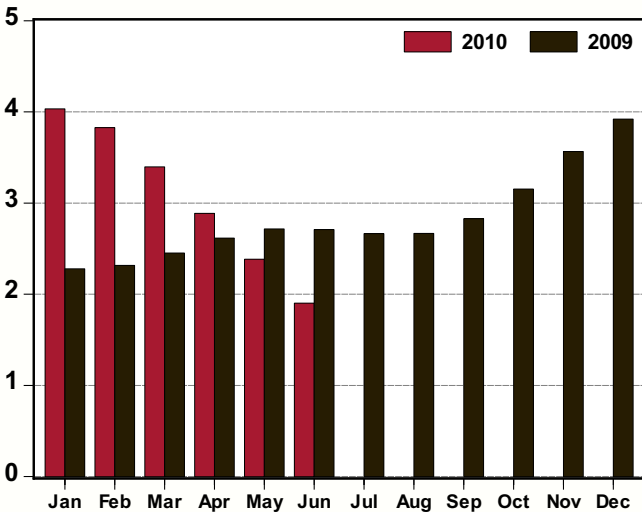
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2010 v 2009
(\$s millions, seasonally adjusted)



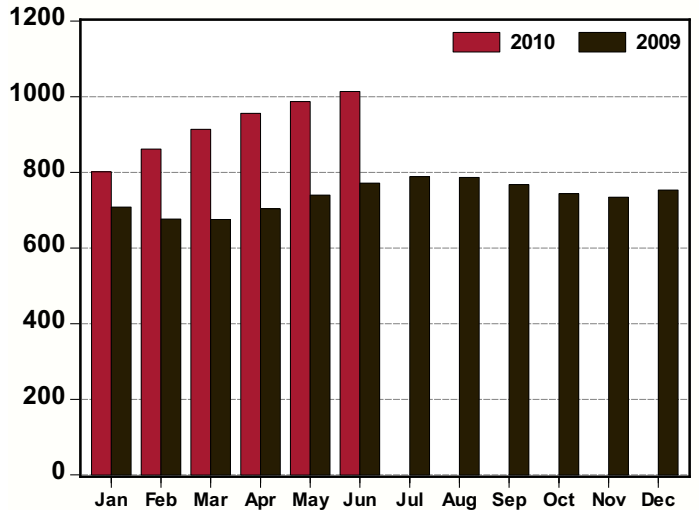
Home Sales, Omaha MSA: 2010 v 2009
(thousands, seasonally adjusted annual rate)



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	Jun 10	May 10	Apr 10	Mar 10	Feb 10	Jan 10	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09
Labor Market: Household Survey													
Labor Force (#,sa)	450,594	450,385	450,155	449,932	449,635	449,368	449,210	449,406	450,003	450,728	451,208	451,267	451,014
Employment (#,sa)	427,296	426,628	426,033	425,569	425,325	425,381	425,593	426,043	426,814	427,709	428,438	428,758	428,716
Unemployment (#,sa)	23,297	23,757	24,122	24,363	24,310	23,987	23,618	23,363	23,189	23,019	22,770	22,509	22,298
Unemployment Rate - Omaha (% ,sa)	5.2	5.3	5.4	5.4	5.4	5.3	5.3	5.2	5.2	5.1	5.0	5.0	4.9
Unemployment Rate - Nebraska (% ,sa)	4.8	4.9	5.0	5.0	4.8	4.7	4.6	4.6	4.7	4.8	4.8	4.8	4.8
Unemployment Rate - US (% ,sa)	9.5	9.7	9.9	9.7	9.7	9.7	10.0	10.0	10.2	9.8	9.7	9.4	9.5
Labor Market: Establishment Survey													
Total Employment (000s, sa)	456.4	455.2	454.1	453.1	452.5	452.5	453.1	454.2	455.5	456.7	457.8	458.7	459.4
Private Employment (000s, sa)	390.7	389.7	388.8	388.1	387.7	387.9	388.7	389.7	390.8	391.9	392.9	393.8	394.7
Construction/Mining (000s, sa)	21.5	21.6	21.7	21.9	22.1	22.4	22.8	23.1	23.4	23.6	23.8	24.0	24.2
Manufacturing (000s, sa)	31.2	31.2	31.2	31.2	31.2	31.3	31.2	31.2	31.1	31.1	31.0	31.1	31.2
Trade, Trans. and Utilities (000s, sa)	95.3	94.9	94.4	93.9	93.5	93.3	93.4	93.6	93.9	94.2	94.5	94.8	95.1
Information (000s, sa)	10.7	10.8	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.4	11.4	11.4	11.4
Financial Activities (000s, sa)	39.2	39.1	38.9	38.9	38.9	39.1	39.3	39.5	39.6	39.7	39.7	39.7	39.8
Prof. and Business Services (000s, sa)	61.9	61.7	61.5	61.3	61.2	61.1	61.2	61.3	61.6	62.0	62.3	62.6	62.7
Educ. and Health Services (000s, sa)	68.8	68.8	68.8	68.8	68.8	68.8	68.8	68.8	68.8	68.9	68.9	68.9	68.9
Leisure and Hospitality (000s, sa)	45.0	44.7	44.5	44.3	44.1	44.1	44.1	44.1	44.2	44.3	44.4	44.5	44.6
Other Services (000s, sa)	17.0	17.0	16.9	16.9	16.8	16.8	16.7	16.8	16.8	16.8	16.8	16.8	16.8
Government (000s, sa)	65.8	65.5	65.3	65.0	64.8	64.6	64.4	64.5	64.6	64.8	64.9	64.9	64.7
Construction Permits													
Total Permits (#, sa)	244	281	321	359	391	403	391	361	325	301	290	290	290
Valuation (\$000, nsa)	78,487	44,919	74,414	163,998	54,327	62,664	82,848	61,209	51,119	46,436	75,689	92,064	100,538
Single-Family Residential Permits (#, sa)	159	199	241	283	319	336	327	297	263	236	222	222	226
Valuation (\$000, nsa)	32,318	25,319	42,997	35,054	39,202	23,694	25,824	23,904	32,429	26,066	44,441	49,976	51,286
Non-Residential Permits (#, sa)	84	82	80	76	72	67	63	61	62	64	66	66	64
Valuation (\$000, nsa)	42,655	19,600	29,947	128,944	15,126	38,971	50,357	35,860	18,690	13,531	27,149	41,744	49,252
Multi-Family Residential Units (#, nsa)	41	0	24	0	0	0	83	22	0	53	39	6	0
Valuation (\$000, nsa)	3,514	0	1,471	0	0	0	6,667	1,445	0	6,839	4,099	344	0
New and Existing Home Sales													
Total Sales (#, sa)	1,019	984	942	896	853	831	836	863	895	913	909	883	846
Total Value (\$mm, nsa)	206.7	201.0	166.3	126.9	73.2	65.1	96.0	150.9	173.5	163.5	146.5	166.8	159.4
Utilities													
Electricity Customers (#, nsa)													
Total Electricity Sold (mwh, 000s, sa)	346,529	345,932	346,323	346,487	346,163	345,768	345,080	345,504	343,211	343,504	343,211	342,580	342,614
Transportation													
Airline Passengers (000s, sa)	360.5	357.6	354.4	351.0	348.0	346.1	345.8	346.9	348.6	350.1	351.4	352.4	353.2
Airline Cargo (mm lbs., sa)	8.1	8.1	8.1	8.1	8.1	8.0	8.0	8.0	8.0	8.1	8.3	8.5	8.6
Commerce													
Net Taxable Sales (\$mm, sa)	783.3	773.9	763.6	753.0	743.0	734.1	732.3	734.1	739.1	745.5	751.6	751.6	751.6
Motor Vehicles (\$mm, sa)	95.5	95.0	94.3	93.7	93.3	92.8	92.3	91.9	91.5	91.5	91.5	91.1	90.7
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	1.1	2.0	2.2	2.3	2.1	2.6	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4
CPI - Midwest (yr/yr %, nsa)	1.2	2.4	2.7	2.6	2.5	2.9	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7
Personal Consumption Expenditure Index (yr/yr %, sa)		1.9	2.0	2.1	1.8	2.1	2.1	1.5	0.1	-0.6	-0.6	-0.9	-0.4
PCE Index, ex Food & Energy (yr/yr %, sa)		1.3	1.2	1.4	1.4	1.5	1.6	1.5	1.4	1.2	1.3	1.3	1.5

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.

June 2010 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
Blimpie	144th & Blondo	Restaurant	NA	5
PropertyBanc @ Omar Bread	43rd & Nicholas Sts.	Office space	\$2,410,000	NA
Modern Data Services	13066 Meredith Ave.	Database marketing	NA	2
U.S. Postal Service - Central Plains District Office & Business Center	N. of Eppley Airfield	Administrative building	NA	NA
Le Quartier Baking Co.	8706 Countryside Plaza	Bakery	NA	5
Cunningham's Pub & Grill	120th & Blondo Streets	Bar	NA	NA
Sequels 2	28 N. Seventh St.	Thrift store	NA	3
Church 180	28 N. Seventh St.	Church	NA	NA
LovelySkin	2929 Oak View Dr.	Skin care store	NA	NA
Scott Data Center	Scott Technology Center	Co-location data center	NA	NA
Mi Mama's Tortillas	828 S. 17th St.	Tortilla manufacturing	\$4,500,000	20
A&M Green Power	i-29 & Highway 34	Equipment retailer	NA	NA
Kum & Go	8242 Maple St.	Convenience store	NA	5
A+ Buffet & Mongolian Grill	14426 W. Center Rd.	Restaurant	NA	20
Jo-Ann Fabric & Craft Store	Baker Square - 132nd & Center	Fabric store	NA	40
SAC Federal Credit Union	HyVee - 14591 Stony Brook Blvd.	In-store bank branch	NA	5
That's Amore	101 W. Mission Ave.	Restaurant	NA	10
Mortuary	1221 N. 16th St.	Mortuary & chapel	\$4,000,000	5
Cold Stone Creamery & Rocky Mountain Chocolate Factory	Midtown Crossing	Ice cream & chocolate	NA	10
Olde Towne Cyclery	2227 Madison St.	Bicycle shop	NA	1
Hilton Omaha	10th & Cass	Hotel	\$35,000,000	40
DJ's Dugout Downtown	1003 Capital Ave.	Restaurant & bar	NA	25
Lalibela Ethiopian Restaurant	4422 Cass St.	Restaurant	NA	5
Mildred Scott Wellness Center (Uta Halee Girls Village)	10625 Calhoun Rd.	Fitness center	\$7,500,000	NA
Hayneedle.com	13831 Chalco Valley Parkway	Customer care center	NA	50
Texas Roadhouse	Marketplace Shopping Center	Restaurant	NA	50
Mobile Mini	TBD	Portable storage solutions	NA	2
Planned Parenthood of the Heartland	3105 N. 93rd St.	Healthcare services	NA	10
Project Harmony	Harry A. Koch building - 120th & Q	Child advocacy center	\$4,500,000	NA
LK Design	TBD	Interior design	NA	1
Swine Dining	204 E. Mission Ave.	Restaurant	NA	15
Republic of Couture	33rd & Farnam - Midtown Crossing	Clothing store	NA	20
Zesto	12th & Mike Fahey Sts.	Restaurant	NA	10
Total YTD 2010			\$121,610,000	3,071



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