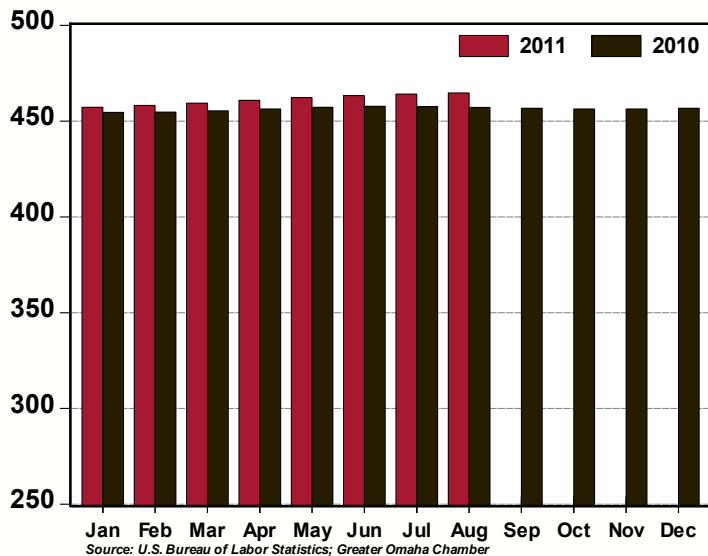


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published September 2011

**Total Non-Farm Employment,
Omaha MSA: 2011 v 2010
(thousands, seasonally adjusted)**



- Total non-farm employment in Greater Omaha increased 0.1 percent in August. Private sector employment increased 0.1 percent. Private sector employment increased by approximately 8,000 jobs for the twelve months ending in August.
- Employment increased in the following industries: Trade, Transportation and Utilities (+0.3 percent); Professional and Business Services (+0.3); Education and Healthcare (+0.2); Government (+0.2) and Leisure and Hospitality (+0.2).
- The unemployment rate was unchanged at 4.7 percent in August.
- Homes sales increased by 4.4 percent in August, the fourth consecutive monthly increase. Single-family permits increased 4.1 percent in August. Non-residential permits declined 2.8 percent in August.
- June net taxable sales increased 0.8 percent from the previous month and have increased for five consecutive months.

NATIONAL ECONOMY

- The final estimate of second quarter Real Gross Domestic Product growth will most likely show a slight upwards revision to the previously reported 1.0 percent annual growth rate.
- Tracking data for third quarter GDP growth remain in the 2.25 percent to 2.75 percent range.
- Retail sales increased 2.1 percent (annualized rate) for the three months ending in August; sales, excluding autos, building materials and gasoline increased at a 2.9 percent annualized rate over the same period. Expect a stronger consumer sector contribution to GDP growth for third quarter GDP.
- Non-defense capital goods shipments, excluding aircraft, increased by a robust 2.8 percent in August, continuing to indicate solid business spending.
- Manufacturing output increased 0.4 percent in August and is up 4.2 percent compared to the same month last year.

AREA HIGHLIGHTS

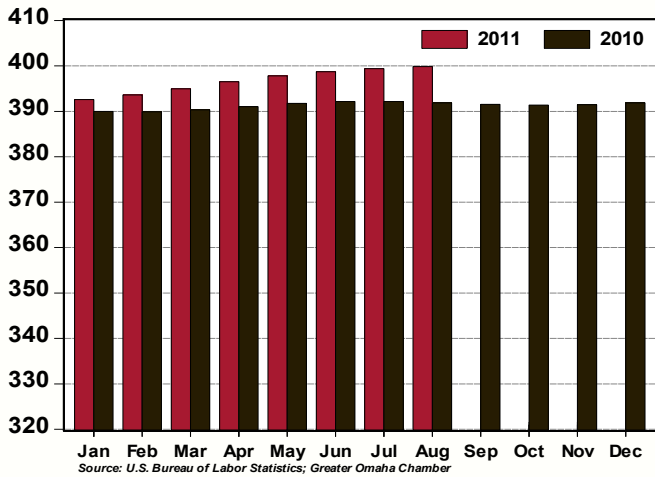
Economic Development Team Takes First Road Trip into Big 10 Territory

A recruiting team led by Nebraska Lt. Gov. Rick Sheehy headed to Illinois the week of Aug. 22 to inform Illinois business leaders about twelve reasons why Omaha is a smart move when they consider expanding or locating a branch of their business. The team also included Omaha Mayor Jim Suttle, Nebraska Tax Commissioner Doug Ewald, business leaders from Greater Omaha, and Greater Omaha Economic Development Partnership staff.

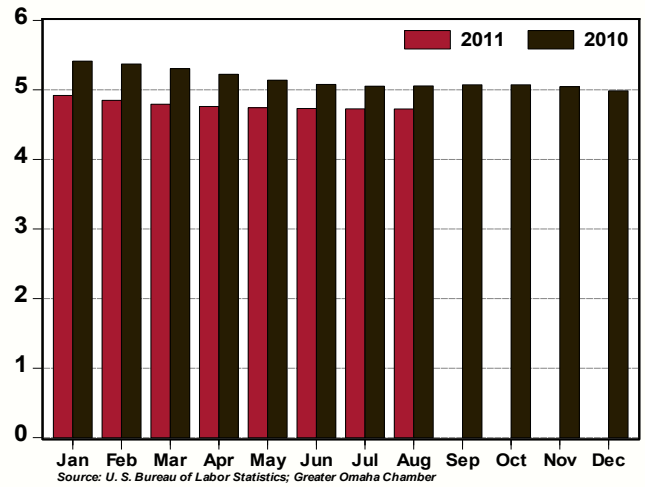
In addition to one-on-one meetings, a trip highlight was a Chicago Cubs rooftop event on Thursday, Aug. 25. At a briefing prior to the baseball game, the Lt. Gov. told attendees about Nebraska's pro-business atmosphere and went over the benefits of the Talent and Innovation Act passed during the 2011 legislative session. He also talked about our fair state regulatory environment, debt-free government and lowest per capita debt burden - all things that set us apart.

Mayor Suttle was proud to talk about the great partnership the city and Chamber have. He explained how we work together to attract and retain business and create jobs. He also mentioned the \$2 billion investment in downtown Omaha during the last decade, the city of Omaha's AAA bond rating, and the recent Kiplinger ranking that named Omaha the #1 Best Value City for 2011.

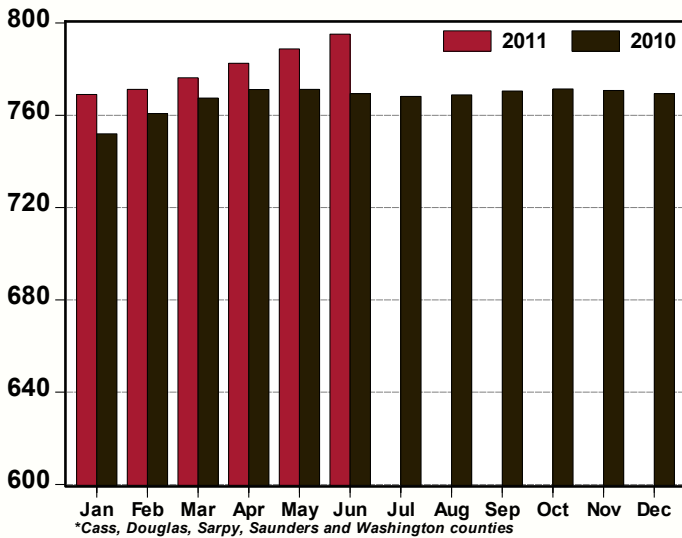
Total Private Employment, Omaha MSA: 2011 v 2010
(thousands, seasonally adjusted)



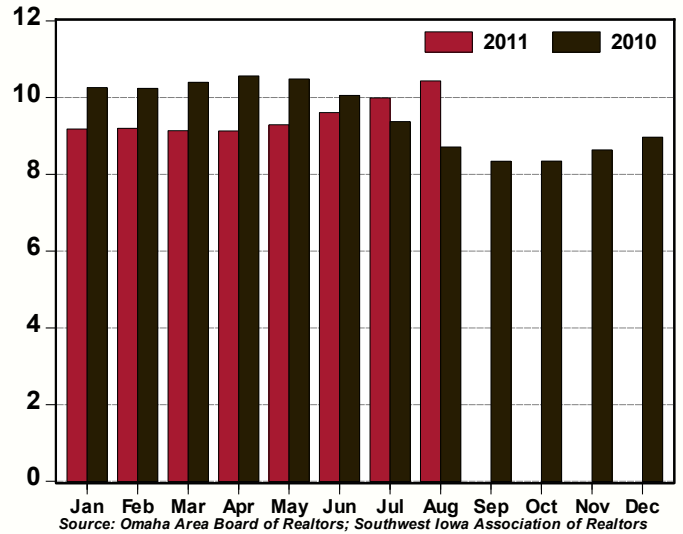
Unemployment Rate, Omaha MSA: 2011 v 2010
(%, seasonally adjusted)



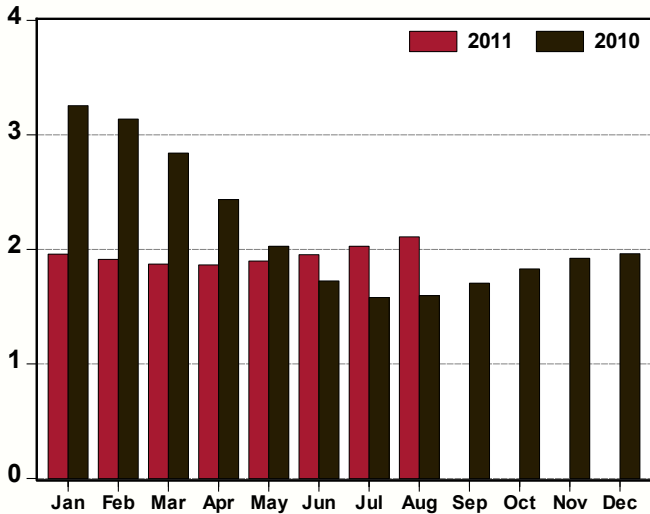
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2011 v 2010
(\$s millions, seasonally adjusted)



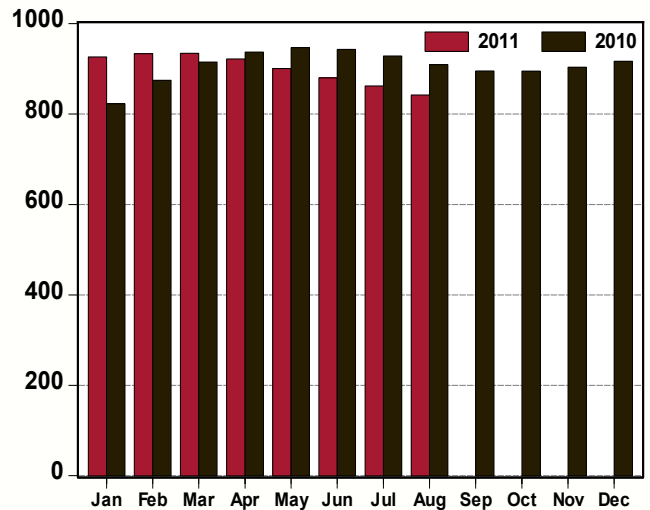
Home Sales, Omaha MSA: 2011 v 2010
(thousands, seasonally adjusted annual rate)



Single-Family Residential Permits, Omaha MSA: 2011 v 2010
(thousands, seasonally adjusted annual rate)



Non-Residential Permits, Omaha MSA: 2011 v 2010
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Aug 11	Jul 11	Jun 11	May 11	Apr 11	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10	Oct 10	Sep 10	Aug 10
Labor Market: Household Survey													
Labor Force (#,sa)	454,551	452,443	450,477	448,777	447,548	446,950	446,649	446,301	445,832	445,525	445,726	446,412	447,281
Employment (#,sa)	433,070	431,047	429,154	427,487	426,238	425,520	424,985	424,344	423,594	423,052	423,116	423,769	424,662
Unemployment (#,sa)	21,481	21,396	21,322	21,289	21,310	21,431	21,664	21,958	22,238	22,474	22,610	22,644	22,619
Unemployment Rate - Omaha (% ,sa)	4.7	4.7	4.7	4.7	4.8	4.8	4.9	4.9	5.0	5.0	5.1	5.1	5.1
Unemployment Rate - Nebraska (% ,sa)	4.2	4.2	4.2	4.1	4.2	4.2	4.3	4.3	4.3	4.4	4.4	4.5	4.5
Unemployment Rate - US (% ,sa)	9.1	9.1	9.2	9.1	9.0	8.8	8.9	9.0	9.4	9.8	9.7	9.6	9.6
Labor Market: Establishment Survey													
Total Employment (000s, sa)	464.7	464.1	463.3	462.2	460.9	459.4	458.2	457.3	456.7	456.4	456.4	456.7	457.2
Private Employment (000s, sa)	399.8	399.4	398.7	397.8	396.5	395.0	393.6	392.6	391.9	391.5	391.4	391.5	391.9
Construction/Mining (000s, sa)	19.9	20.1	20.3	20.5	20.6	20.6	20.6	20.5	20.4	20.4	20.4	20.6	20.7
Manufacturing (000s, sa)	31.7	31.7	31.7	31.7	31.6	31.5	31.4	31.2	31.1	31.0	30.9	30.9	31.0
Trade, Trans. and Utilities (000s, sa)	97.5	97.2	96.8	96.4	95.8	95.2	94.8	94.5	94.3	94.0	93.9	93.8	94.0
Information (000s, sa)	10.5	10.5	10.6	10.6	10.6	10.7	10.8	10.8	10.8	10.8	10.9	10.9	11.0
Financial Activities (000s, sa)	40.2	40.2	40.2	40.1	40.1	40.1	40.0	40.0	40.1	40.1	40.2	40.2	40.3
Prof. and Business Services (000s, sa)	66.6	66.4	66.2	65.8	65.3	64.8	64.3	64.0	63.8	63.8	63.7	63.6	63.4
Educ. and Health Services (000s, sa)	71.4	71.3	71.1	71.0	70.8	70.6	70.4	70.3	70.2	70.2	70.2	70.2	70.3
Leisure and Hospitality (000s,sa)	44.3	44.2	44.1	43.9	43.7	43.5	43.4	43.3	43.3	43.4	43.5	43.5	43.6
Other Services (000s, sa)	17.7	17.7	17.8	17.8	17.9	17.9	17.9	17.9	17.8	17.8	17.7	17.7	17.7
Government (000s, sa)	64.8	64.7	64.5	64.4	64.4	64.4	64.6	64.7	64.8	64.9	65.0	65.2	65.3
Construction Permits													
Total Permits (#, sa)	251	241	239	238	234	234	239	240	241	242	235	222	219
Valuation (\$000, nsa)	67,932	61,361	82,265	85,690	66,440	69,023	62,047	23,755	39,833	58,259	59,162	51,552	60,177
Single-Family Residential Permits (#, sa)	176	169	163	158	155	156	159	163	164	160	152	142	133
Valuation (\$000, nsa)	35,669	33,852	31,865	37,470	34,260	26,881	16,167	14,128	16,378	22,913	29,070	27,457	24,030
Non-Residential Permits (#, sa)	70	72	73	75	77	78	78	77	76	75	75	75	76
Valuation (\$000, nsa)	24,679	27,509	46,056	40,218	31,696	42,141	45,447	9,628	19,149	23,342	16,033	20,520	29,759
Multi-Family Residential Units (#, nsa)	114	0	64	108	4	0	6	0	112	162	194	35	112
Valuation (\$000, nsa)	7,584	0	4,344	8,003	484	0	433	0	4,306	12,004	14,058	3,575	6,389
New and Existing Home Sales													
Total Sales (#, sa)	869	832	801	774	761	761	767	765	748	720	696	695	726
Total Value (\$mm, nsa)	172.6	161.2	179.7	159.0	143.2	104.2	71.3	72.2	100.9	104.0	111.9	125.2	125.4
Utilities													
Electricity Customers (#, nsa)	351,544	351,938	351,279	351,279	349,438	349,652	348,056	348,115	347,893	347,577	347,347	347,065	346,948
Total Electricity Sold (mwh, 000s, sa)	934,929	927,072	918,434	918,434	910,652	902,880	892,517	878,385	863,968	854,524	854,223	864,326	880,494
Transportation													
Airline Passengers (000s, sa)	344.9	346.1	347.7	349.6	351.7	353.9	356.3	358.7	360.6	361.8	362.0	361.4	360.5
Airline Cargo (mm lbs., sa)	7.6	7.6	7.7	7.8	8.0	8.2	8.3	8.4	8.5	8.5	8.4	8.3	8.2
Commerce													
Net Taxable Sales (\$mm, sa)	795.1	788.7	782.6	776.2	771.2	769.0	769.0	769.0	769.3	770.7	771.4	770.5	768.8
Motor Vehicles (\$mm, sa)	98.6	100.3	101.9	103.3	104.3	104.3	104.3	104.3	103.1	100.8	98.3	96.0	94.7
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	3.8	3.6	3.6	3.6	3.2	2.7	2.1	1.6	1.5	1.1	1.2	1.1	1.1
CPI - Midwest (yr/yr %, nsa)	3.8	3.8	3.9	3.8	3.3	2.7	2.2	1.9	1.8	1.2	1.5	1.6	1.5
Personal Consumption Expenditure Index (yr/yr %, sa)	2.8	2.8	2.6	2.6	2.3	2.0	1.8	1.5	1.4	1.2	1.3	1.4	1.5
PCE Index, ex Food & Energy (yr/yr %, sa)	1.6	1.6	1.4	1.3	1.2	1.0	1.1	1.0	0.9	1.0	1.0	1.2	1.4

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 on this list have been gathered from public releases, local media and permit reports. Investment estimates are based on public announcements and permit reports, while employment is based on public announcements and industry averages.

August 2011 New and Expanding Companies

<u>Company</u>	<u>Location</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
Doc's Legacy Lounge	40th St. & Ames Ave.	Bar	NA	5
PayPal	12312 Port Grace Blvd.	Online payments	NA	125
Orchards at Wildewood	74th & Harrison Sts.	Senior living community	NA	NA
ShelfGenie		Shelving products	NA	1
Exclusive Formal Wear	2523 S. 174th Plaza	Bridal & tuxedo shop	NA	10
Manila Grill	5010 S. 108th St.	Restaurant	NA	20
Foursomes: Grill-Golf-Spirits	3510 N. 167th Circle	Restaurant, bar, golf	NA	20
The Art Deco's	Park Ave.	Apartment redev.	\$10,500,000	NA
Siebert Mobility	55th & L Sts.	Vehicles for special needs	NA	15
Signtronix		Sign manufacturing	NA	5
Foodies	351 N. 78th St.	Restaurant	NA	15
Omaha Classic Coin Laundry	4107 S. 24th St.	Laundry	NA	3
HobbyTown USA HobbyPlex	10020 Scott Circle	Hobby store & race track	\$500,000	NA
By The Book Bookkeeping Services LLC		Bookkeeping service	NA	1
Brookstone Village	4330 S. 144th St.	Nursing home	\$1,643,148	NA
Sina Way Chinese Cuisine	9939 Redick Circle	Restaurant	NA	10
Tanner's Bar & Grill	192nd & Q Sts.	Restaurant & bar	NA	25
Loom	1012 S. 10th St.	Nightclub	NA	5
Talk of the Town	82nd Ave. & W. Center Rd.	Event center, reception hall	NA	5
Chick-fil-A	3333 Farnam St.	Restaurant	NA	5
The MSR Group	1121 N. 102nd Court	Market research	NA	138
New Cassel Retirement Center	900 N. 90th St.	Assisted living	\$2,700,000	NA
Scooter's Coffeehouse/Yoji Frozen Yogurt	22nd St. & Capehart Rd.	Coffee & yogurt shop	NA	10
AAA Bank Nebraska	Clocktower Mall	Bank	NA	5
All Paws Natural Food Store	Offutt AFB	Pet food store	NA	3
Scooter's Coffeehouse/Yoji Frozen Yogurt	156th & W. Maple Rd.	Coffee & yogurt shop	NA	10
Intersystems	9575 N. 109th Ave.	Conveyor mfg.	\$10,000,000.00	30
Walmart Neighborhood Market	2451 N. 90th St.	Grocery store	NA	95
2011 YTD Total			\$743,663,148	3,856