

newsworthy trends

Your Personality, Your Purchases

(NAPSA)—Just as initials on cuffs and handbags are hot fashion items and special designs on checks and even postage stamps are popular with businesses and individuals, many consumers around the country have found that shopping with a personalized credit card can be easy on the eye as well as the wallet.

You can now put your favorite personal photo over the entire new Visa Card from First National Bank Omaha. Called One of a Card, it features friends and family, pets, special events, vacations and children's drawings. The image covers the entire card, not just a small box.

The application and design process is free and can be completed online. Applicants follow simple step-by-step instructions to upload their photo or image, enhance it by enlarging, cropping, rotating or adding a border and then print a copy for their records before submitting it for approval.

Any digital photograph or scanned photo will work. Cardholders have the option of re-designing the images on their cards up to four times a year.

"I love the reaction when I use my card," said one user, Sara Martens. "It's fun to see the looks on people's faces when they realize that it's actually my daughter and my dog in the photo. It turns a boring transaction into a great conversation. It's such a cute picture of my daughter and puppy. Plus, it



Picture this: Your favorite photo on your own, unique credit card.

doubles as a wallet photo of two wonderful family members.

"One of a Card is the best of both worlds. Not only do I still receive great rewards but it also allows me to stand out from the crowd and express myself as an individual. It's perfect.

"It took me just minutes to design my card," she added. "It was incredibly quick and easy."

In addition to its design features, the card offers low interest rates and a rewards program that includes cash back, gift certificates, merchandise and travel options.

"It allows you to show your personality whenever you shop," said First National Bank Senior Vice President of Marketing George Schmelzel. "We're very excited about the way the One of a Card will add a new dimension to our customers' credit card experience. Each card is as unique as the individual who creates it."

You can learn more about the new card online at www.OneofaCard.com.