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## **Audience Rewards® Partners with First Bankcard® To Launch Audience Rewards® American Express® Card**

**NEW YORK, August 27, 2014** — Audience Rewards®, The Official Rewards Program of Broadway and the Arts™ and First Bankcard®, a division of First National Bank of Omaha and a leading issuer of credit cards, are announcing the launch of the Audience Rewards® American Express® Card.

The Audience Rewards® American Express® Card is a new way to participate in the Audience Rewards loyalty program, which allows patrons of Broadway and live entertainment to earn free and discounted tickets, merchandise and unique theater experiences by redeeming ShowPoints. Cardmembers can earn points from their everyday use of the card and redeem them for exclusive opportunities like meet and greets with the stars, theater tours and private singing lessons.

"Our Audience Rewards members are a highly engaged community who bring a wide spectrum of live entertainment and the arts into their lives every day. We're thrilled that together with First Bankcard, we'll now reward their love of arts and culture even further," said Charles Flateman, CEO of Audience Rewards.

"We're excited to work in partnership with Audience Rewards to enhance their customers' passion and loyalty for live entertainment and the arts," said Stephen F. Eulie, president of First Bankcard. "We believe in driving results through continuous improvement to help us make one-of-a-kind programs like Audience Rewards more valuable to its customers."

The new Audience Rewards® American Express® Card is the fastest way to earn points toward free tickets to Broadway and the Arts:

- Earn one point for every \$1 spent on the card.
- Earn two points for every qualifying \$1 spent on live entertainment up to \$12,000 per each 12 billing cycle period. Then, one point per qualifying \$1 spent.
- Earn an additional two ShowPoints (for a total of four) for every qualifying \$1 spent at participating shows and theaters by entering your Audience Rewards account number and using your card for up to \$12,000 spent on live entertainment per each 12 billing cycle period. Then, three points per qualifying \$1 spent at participating shows and theaters.
- Redeem reward points toward free tickets, one-of-a-kind collector's items and exclusive theater experiences.

In celebration of the Audience Rewards® American Express® Card, new Cardmembers will also earn 3,000 bonus points for spending \$1,000 within the first three billing cycles. Awards start at 500 points with our Cash and Point Savers.

With two million members nationwide, Audience Rewards® is the first and only rewards program thanking dedicated patrons of the performing arts for their loyalty. The program was created by a coalition of Broadway theater operators and performing arts centers around America as a free benefit to consumers, allowing them to earn and redeem ShowPoints for unique theater experiences and merchandise and gain inside access to performing arts information, special services and member events.

For more information on the new Audience Rewards® American Express® Card, visit [www.audincerewards.com](http://www.audincerewards.com).

#### **About Audience Rewards**

Audience Rewards® is the Official Rewards Program of Broadway and the Arts™. It's a standing ovation for theatergoers across the nation. Earn valuable ShowPoints every time you buy tickets to participating shows, on Broadway and beyond. Save money by redeeming points to see the shows you love or, even better, securing unique experiences and merchandise exclusively curated for Audience Rewards® members.

#### **About First Bankcard**

First Bankcard, a division of First National Bank of Omaha, is a leader in the credit card partnership arena, serving approximately 400 financial institutions, co-brand and affinity partners nationwide. For 60 years, First Bankcard has offered quality products and superior service to help its customers achieve their goals. Visit [www.firstbankcard.com](http://www.firstbankcard.com) for more information.

#### **About First National Bank of Omaha**

First National Bank of Omaha is a subsidiary of First National of Nebraska, which is the largest privately owned banking company in the United States. First National and its affiliates have more than \$18 billion in managed assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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