

MANAGING YOUR MONEY \$

New Credit Card Features Your Favorite Photos

(NAPSA)—Before he obtained his new credit card, Max Angell never thought much about credit card transactions. To him, the process could best be described as ordinary and mundane.

Now, all that has changed. With a picture of him and his wife on their honeymoon now gracing the entire face of his new One of a CardSM Visa[®], what used to be a simple retail transaction has taken on a whole new meaning.

“All things being equal, I like an item to reflect something about me, and here I had that chance,” said Angell, a 34-year-old resident of Columbia, S.C. “It turns what is typically just a generic retail transaction into a conversation.”

Angell is just one of many consumers discovering the benefits of using the new Visa[®] card introduced by First National Bank Omaha. The credit card uses fully customizable picture card technology. A cardholder's photo covers the entire card, not just a small box, for complete personalization.

“It allows you to show your personality whenever you shop,” said George Schmelzel, First National Bank senior vice president of marketing. “Each card is as unique as the individual who creates it.”

A frequent business traveler, Angell said he chose a picture of him with his wife so that he can think of her whenever he is on the road. His card makes up for his previous lack of any wallet photos.

“I had no wallet pictures of my wife, so I chose one from our hon-



There's a new place to put your favorite personal photos—your credit card.

eymoon,” Angell said.

The application and design process can be completed online at www.OneofaCard.com. Applicants follow simple step-by-step instructions to complete the process of uploading their photo or image; enhancing it by enlarging, cropping, rotating or adding a border; and printing a copy for their records before submitting it for approval.

“It took me just minutes to design my card,” Angell said. “Everything has been easy, simple and impressive—anyone could do it.”

Any digital photograph or scanned photo will work for One of a Card, as long as it does not contain any prohibited content.

Cardholders have the option of designing the images on their cards up to four times a year. They can choose from various product features, including reward programs and interest rates.

“It's the best of both worlds,” Angell said. “I get all my rewards and I get to personalize my card and it's me. Perfect.”