



News Release

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U.S. BANK PARTNERS WITH UNIVERSITY OF WISCONSIN-EAU CLAIRE ON ITS MULTI-USE IDENTIFICATION CARD

EAU CLAIRE, Wis. (June 7, 2005) – U.S. Bank has added another college to the roster of schools it is providing with financial services. The latest is the University of Wisconsin-Eau Claire (UW-Eau Claire). UW-Eau Claire has chosen U.S. Bank to be its bank partner for the school’s multi-use identification card, called the Blugold Card. In addition, U.S. Bank ATMs will be installed on the campus.

Starting this September, the Blugold Card will provide official campus identification and a variety of conveniences for more than 12,000 UW-Eau Claire students, faculty and staff. In addition to being the school’s official identification card, the Blugold Card will also be used for a variety of other services on campus including access to student meal plans, retail food offerings, convenience stores, residence hall laundries, photocopy machines, resources at the campus library, access to athletic events and more. For cardholders who choose to be U.S. Bank customers, the Blugold Card will double as their ATM card both on and off campus. Students, faculty, staff and alumni will also be offered a Visa debit card through an existing affinity card program. The card will enable participants to access their U.S. Bank account anywhere in the world where Visa debit cards are accepted. Within a year, the Visa debit function will be available as an integral component of the Blugold card for students who choose this option.

“We are pleased to have U.S. Bank as a partner in offering enhanced financial services to our campus community,” said Andrew Soll, vice chancellor for business and student services at UW-Eau Claire. “Having U.S. Bank provide the latest banking technology for the Blugold Card will make everyday life more convenient for our students, faculty and staff. This is something our students have been seeking. When fully implemented, our program with U.S. Bank should meet and exceed the interests students have expressed.”

“U.S. Bank is proud to partner with UW-Eau Claire,” said Pete Peterson, regional president for U.S. Bank. “Our five branches conveniently located in the community are prepared to offer outstanding service to students, faculty and staff of the university. In addition, they will find easy access to our ATMs on campus.”

Founded in 1916, UW-Eau Claire continues to build its national reputation based on the achievements of its students and faculty. As one of the Midwest’s top public universities, UW-Eau Claire provides students with small classes led by talented professors, cutting-edge programs, hands-on research and life-enhancing study abroad opportunities. For more information, please go to www.uwec.edu.

U.S. Bank is one of the top student banking institutions in the nation, providing a comprehensive line of student banking products, including campus ID card programs, student loans, Internet banking, U.S. Bank student checking and savings, and Visa Buxx® prepaid spending cards. For more information on these services, visit usbank.com/studentbanking.

U.S. Bancorp (NYSE: USB), with assets of \$198 billion, is the 6th largest financial holding company in the United States. The company operates 2,377 banking offices and 4,654 ATMs, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bancorp is home of the Five Star Service Guarantee which assures customers of certain key banking benefits and services or customers will be paid for their inconvenience. U.S. Bancorp is the parent company of U.S. Bank. Visit U.S. Bancorp on the web at www.usbank.com.