



News Release

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U.S. BANK PARTNERS WITH UNIVERSITY OF WISCONSIN-OSHKOSH

OSHKOSH, Wis. (Dec. 22, 2004) – University of Wisconsin-Oshkosh (UW-Oshkosh) has chosen U.S. Bank as its campus bank card partner. This new partnership includes a variety of U.S. Bank financial products and services for students, faculty and staff. U.S. Bank will provide the banking functionality for the school's multi-use identification card, the TitanCard, and will also operate two ATMs on campus. Members of the UW-Oshkosh community who are U.S. Bank customers can benefit from the bank's student checking and workplace banking products and services.

"We are excited about the opportunity to expand and energize our banking relationship with the university. The TitanCard will provide attractive opportunities to grow our retail base of customers in Oshkosh," said Bill Whitlock, regional president for U.S. Bank in Oshkosh. "The campus bank card services will enhance the cashless environment on campus, which means added convenience and safety to the people who use it."

"Since this is basically a debit card, I think this is a more responsible way for students to manage their money than a credit card," said Elliott Garb, vice chancellor for Student Affairs at UW-Oshkosh. "In addition, there are materials and programs available from U.S. Bank and the university for students to learn about sound money management."

The Titan Card provides official campus identification and a variety of conveniences for more than 12,000 students, faculty and staff. The TitanCard has numerous capabilities that benefit students, faculty, and staff. In addition to being the school's official identification card, the Titan Card serves as a meal-plan, library and debit card. It can also be used in most vending, laundry, and copy machines on campus.

For cardholders who also choose to be U.S. Bank customers, the TitanCard will double as their ATM card on and off campus. In addition, a U.S. Bank branch is conveniently located five blocks from the UW-Oshkosh campus.

UW-Oshkosh is one of 26 colleges and universities that partners with U.S. Bank for a campus banking program. Others include North Dakota State University, Creighton University, San Diego State University, Iowa State University, Northwest Missouri State University, Xavier University and Northwestern University.

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 \$193 billion, is the 6th largest financial services holding company in the United States. The company operates 2,346 banking offices and 4,621 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 usbank.com.

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