U.S. Bancorp quarterly financial results once again reflected the strengths that come from our diversified businesses, innovation and providing best-in-class experience to our wide range of customers across this great country. We look forward to participating in the revitalization of our markets and the recovery of our nation’s economy, while serving the needs of our customers.

**U.S. Bank launches Connect website for small businesses**

The new website provides information and advice on starting and growing a business. Small business owners are driven by a passion to succeed and grow, but from time to time they also seek fresh ideas, answers to unexpected challenges or a place to connect with other small business owners. U.S. Bank is addressing this need by launching a new site with helpful advice and useful ideas called, “Connect” at usbankconnect.com. Connect provides business owners with the tools and resources they need to help start, run and grow their businesses. The site’s articles, blogs, workshops and videos demystify many of the financial issues business owners face — such as writing a business plan, conducting market analysis, using social media effectively or preventing fraud — and offer real, practical solutions relevant to businesses.

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**2012 First Quarter Statistics**

U.S. Bancorp reports 9% increase in total net revenue; strong new lending activity of $56 billion during the first quarter.

**Ranking**

<table>
<thead>
<tr>
<th>U.S. Bank is the 5th largest U.S. commercial bank</th>
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<tbody>
<tr>
<td>Period-end assets</td>
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<tr>
<td>Period-end deposits</td>
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<td>Period-end loans</td>
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<td>Earnings per common share (diluted)</td>
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<td>Return on average common equity</td>
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U.S. Bank deploys to Kuwait to help Minnesota National Guard

Deployed to Kuwait in May 2011, a team of 2,700 Minnesota National Guard soldiers expects to come home this May. Representing more than 500 communities, it’s part of the largest deployment from Minnesota since World War II. More than 300 of these soldiers don’t have jobs waiting for them.

U.S. Bank Recruiting Director Chris Hill (right) was part of an 11-person team that went to Kuwait in March to help these soldiers sharpen their job-search skills.

U.S. Bank was one of three companies chosen to participate on this team, which included representatives from various government agencies, the National Guard and the business community.

The team conducted a series of workshops and consulted one-on-one with soldiers. Topics included: Determining career goals and aptitudes; converting military skills into skills for civilian jobs; resume writing; interviewing; networking; using job-search web sites, including those designed specifically for veterans; educational opportunities that can lead to employment.

U.S. Bancorp named a Yellow Ribbon Company in Minnesota

Recognizes commitment to military employees, veterans and their families

State of Minnesota officials have declared Minneapolis-based U.S. Bancorp a “Yellow Ribbon Company,” recognizing the bank’s programs and support for employees who serve in the military themselves or have family serving.

The Yellow Ribbon Recognition Program pays tribute to companies that put into place policies, procedures and public works that proactively support military employees and their families.

U.S. Bancorp is consistently recognized for its support of military service members and their families. In 2011, G.I. Jobs magazine named U.S. Bank one of the nation’s Top 100 Military Friendly Employers®, Military Times magazine named U.S. Bank as one of just 46 companies in their Best of Vets 2011 annual survey.

More than 1,000 firms were surveyed for their recruiting, policies for reservists and overall corporate culture pertaining to the military.

U.S. Bancorp funds solar power installations in U.S. military housing communities

This new funding is expected to finance the first phase of what is expected to be the largest residential solar project in American history. U.S. Bancorp and Solar City, a national leader in clean energy services, have created a renewable energy tax equity fund that will help to initiate the first phase of project SolarStrong, SolarCity’s ambitious five-year, nationwide initiative to provide existing privatized military housing with access to affordable solar power. The support of U.S. Bancorp means more renewable energy for those defending our nation and job creation for those vets who are transitioning back into U.S. society, making solar power cost less than utility power for military housing communities in multiple states. SolarStrong is ultimately expected to provide power to up to 120,000 privatized military family homes.

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In-store credit card app for iPad

U.S. Bank’s new Instant Line Access App for the iPad® makes applying for a U.S. Bank instant credit card easier, safer and more convenient for customers of Sport Chalet, a leading sporting goods retailer that partners with U.S. Bank on this pilot program to offer a Visa® Credit Card. U.S. Bank provides the iPad and the application (not available for download directly). Sport Chalet customers can apply for and, if approved, get on-the-spot credit to begin making purchases and earning rewards.

U.S. Bank ranked #1 for Overall Customer Experience

U.S. Bank has earned top honors from Keynote Competitive Research, the industry analysis group, for best “Overall Customer Experience” in the 2012 Keynote Online Customer Experience Rankings for Credit Card Prospects. U.S. Bank earned the title because it placed first in two of the four indices measured — customer satisfaction and online adoption.

U.S. Bank launched a new credit card homepage on usbank.com in 2011 providing easier navigation, improved comparison tools, expanded content for online and mobile banking, an improved online application process and upgraded customer support, including chat capability.

What others say about U.S. Bank

- U.S. Bank scores #1 Online Overall Customer Experience, comparing the top 10 banks in the country
-- The Keynote Online 2012 rankings
- #1 Most Admired Superregional Bank
AND #1 Most Admired Superregional Bank
-- Fortune, March 2011 and March 2012
- U.S. Bank one of America’s Greenest Banks, for the second year in a row
-- Bank Technology News, April 2012
- For the third straight year, U.S. Bancorp has been named by Forbes magazine to their list of Most Reputable Companies
-- April 2012
- U.S. Bank Recognized by Junior Achievement with Silver U.S. President’s Volunteer Service Award
-- March 2012
- U.S. Bank “Most Innovative Prepaid Program”
-- 2012 Paybefore Awards
- Elavon wins Merchant Acquirer of the Year Award
-- 2011 Cards and Payments Europe, June 2011
- U.S. Bank wins its second “Best Bank in the United States”, award in the Euromoney Magazine Awards for Excellence
-- Euromoney, July 2011
- U.S. Bank AccelaPay mobile banking app named “Best in Category” for Mobile Prepaid Application
-- 2011 Paybefore Awards
- U.S. Bank again the #1 most trusted bank in consumer protection
-- Ponemon Institute, 2011
- U.S. Bank again ranked one of the World’s Top 10 Banks
-- Global Finance, April 2012
- Elavon wins award for Best Merchant Acquiring Initiative for our International Payment Processing technology
-- 2012 Cards & Payments Awards, February 2012
U.S. Bank recognized by Junior Achievement

U.S. Bank has been recognized with a Silver 2010–2011 U.S. President’s Volunteer Service Award for providing more than 10,000 volunteer hours to Junior Achievement® to meet the criteria for this honor. President George W. Bush established the President’s Council on Service and Civic Participation in 2003 to recognize the valuable contributions volunteers make in communities and encourage more people to serve. In 2006, Junior Achievement became an official certifying organization for this award, which also recognizes corporations with a U.S. presence that provide volunteers to teach Junior Achievement programs anywhere in the world. Junior Achievement is the world’s largest organization dedicated to empowering young people to own their economic success.

Lines of Business

Payment Services
- Corporate Payment Systems
- E-Check, Credit, Debit, Electronic Check and Gift Card Merchant Processing
- Retail Payment Solutions: Debit, Credit, Small Business, Gift and Specialty Card Issuance
- Healthcare Payment Solutions
- Financial Institution Services

Wholesale Banking and Commercial Real Estate
- National Corporate Banking
- Mobile Market Commercial Banking
- Commercial Real Estate
- Correspondent Banking
- Dealer Commercial Services
- Community Banking
- Foreign Exchange
- Government Banking
- International Banking
- Treasury Management
- Small Business Equipment Finance
- Small Business Administration (SBA) Division
- Specialized Industries and Finance
- Title Industry Banking
- Homeowners Association Banking

Wealth Management and Securities Services
- Wealth Management
  - Aspen Private Capital Management
  - The Private Client Reserve
- U.S. Bancorp Investments, Inc.
- U.S. Bancorp Insurance Services, LLC
- Securities Services:
  - Corporate Trust Services
  - Institutional Trust and Custody
  - U.S. Bancorp Fund Services, LLC
- U.S. Bancorp Asset Management, Inc.

Consumer and Small Business Banking
- Community Banking
- Metropolitan Branch Banking
- In-store and Corporate On-site Banking
- Small Business Banking
- Consumer Lending
- 24-Hour Banking and Financial Sales
- The Private Client Group
- Home Mortgage
- Community Development
- Workplace and Student Banking
- Transaction Services: ATM and Debit Processing and Services

Diversified Revenue Mix by Business Line 1Q12

- Payment Services: 26%
- Wholesale Banking and Commercial Real Estate: 47%
- Wealth Management and Securities Services: 9%
- Consumer and Small Business Banking: 8%
- Treasury Management: 19%

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