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**NATIONAL RESEARCH CORPORATION DECLARES
SPECIAL AND QUARTERLY DIVIDENDS**

LINCOLN, Nebraska (December 10, 2018) — National Research Corporation (NASDAQ:NRC) today announced that its Board of Directors has declared a special dividend of fifty cents (\$0.50) per share to shareholders of record as of the close of business on Monday, December 31, 2018, and payable on Tuesday, January 15, 2019.

In addition, a quarterly cash dividend of \$0.19 (nineteen cents) per share will be payable Tuesday, January 15, 2019, to shareholders of record as of the close of business on Monday, December 31, 2018.

For more than 37 years, National Research Corporation has been a leading provider of analytics and insights that facilitate measurement and improvement of the patient and employee experience while also increasing patient engagement and customer loyalty for healthcare providers, payers and other healthcare organizations in the United States and Canada. The Company's solutions enable its clients to understand the voice of the customer with greater clarity, immediacy and depth.

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