

NATIONAL RURAL UTILITIES COOPERATIVE FINANCE CORP /DC/  
Form 424B3  
November 04, 2013

Filed Under Rule 424(b)(3), Registration Statement No. 333-177949 Pricing Supplement Number 304 Dated Monday, November 4, 2013 (To: Prospectus Dated November 14, 2011 and Prospectus Supplement Dated November 17, 2011)

| CUSIP     | Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor Option |
|-----------|--------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 63743FSA5 | 1      | 100%             | 1.650%        |                  | Fixed        | 3.000%      | MONTHLY     | 11/15/2022       | 12/15/2013    | \$2.50          | Yes               |                 |

Redemption Information: Non-Callable

| CUSIP     | Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor Option |
|-----------|--------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 63743FSB3 | 1      | 100%             | 2.000%        |                  | Fixed        | 3.500%      | MONTHLY     | 11/15/2025       | 12/15/2013    | \$2.92          | Yes               |                 |

Redemption Information: Non-Callable

|                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                 |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>National Rural Utilities Cooperative Finance Corp</p> | <p>Offering Dates: Monday, November 4, 2013 through Tuesday, November 12, 2013<br/>Trade Date: Tuesday, November 12, 2013 @ 12:00 PM<br/>Settlement Date: Friday, November 15, 2013<br/>Minimum Denomination/Increments: \$1,000.00/\$1,000.00<br/>Initial trades settle flat and clear SDFS: DTC Book Entry only<br/>DTC number: 0235 via RBC Dain Rauscher Inc.<br/>Agents: Citigroup, Comerica Securities, J.J.B. Hilliard, W.L. Lyons, Inc., Morgan Stanley, UBS Investment Bank, Wells Fargo<br/>If the maturity date or an interest payment date for any note is not a Business Day (as term is defined in</p> | <p>National Rural Utilities Cooperative Finance Corp<br/>Prospectus Dated November 14, 2011</p> |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|

Prospectus), principal, premium, if any, and interest for that note is paid on the next Business Day, and no interest will accrue from, and after, the maturity date or interest payment date.

InterNotes® is a registered trademark of Incapital Holdings, LLC. All rights reserved.