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FOR IMMEDIATE RELEASE

Wisconsin Bank & Trust Names Kevin Raisbeck Market President for Southwest Wisconsin

Madison, WI, April 9, 2013 — Wisconsin Bank & Trust announced today that Kevin Raisbeck has been promoted to Southwest Wisconsin Market President.

"Kevin Raisbeck is an experienced banker with proven expertise in agricultural and commercial lending," said Kevin Tenpas, president of Wisconsin Bank & Trust. "His dedication to clients and the community make him the ideal choice to lead our growth in the region."

As Market President, Raisbeck will be based at Wisconsin Bank & Trust's Platteville office and will oversee the bank's additional offices in the region in Lancaster and Hazel Green.

Raisbeck joined First National Bank of Platteville in 2007 as Vice President of Agricultural and Commercial Lending, a role he held until his current promotion. First National Bank of Platteville and Wisconsin Bank & Trust merged in November 2012.

Prior to his banking career, Raisbeck taught adult education courses in Agricultural Management and Financial Management and Analysis as an Agriculture Educator at Southwest Wisconsin Technical College. He remains involved with the school as a board member of the Southwest Wisconsin Technical College Foundation. He also serves on the boards of the Platteville Area Industrial Development Corporation (PAIDC) and the Lancaster Community Scholarship Foundation.

"I am honored to lead such a talented team as we continue to grow in the southwest part of the state," said Raisbeck.

About Wisconsin Bank & Trust
Wisconsin Bank & Trust (WB&T) is a community bank with assets of $670 million serving customers in the Madison, Monroe, Green Bay, Sheboygan and southwest areas of Wisconsin. The bank operates ten branch offices, all located in Wisconsin, and is a subsidiary of Heartland

Financial USA, Inc. WB&T is a member of the Federal Deposit Insurance Corporation and an Equal Housing Lender. Learn more at www.wisconsinbankandtrust.com.

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