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FOR IMMEDIATE RELEASE

WISCONSIN BANK & TRUST HIRES JILL MACK AS BUSINESS DEVELOPMENT OFFICER AT FITCHBURG OFFICE

Madison, WI, April 24, 2012 — Jill Mack is Wisconsin Bank & Trust's newest Branch Business Development Officer at the bank's Fitchburg office. Jill's primary focus is strengthening ties with existing clients as well as cultivating new relationships through community involvement.

Jill has 24 years of experience in the banking industry. Before joining Wisconsin Bank & Trust, she held positions including Private Banker, Business Banker and Retail Sales Manager. Jill holds a Bachelor of Business degree in Finance, Investment and Banking from the University of Wisconsin-Madison.

In the community, Jill is actively involved in the Friends of University of Wisconsin Hospital and Clinics, a non-profit organization that funds programs and services to improve the lives of patients and their families, as well as meeting special health-related needs in Dane County.

Jill is originally from Green Bay and has made her home in Fitchburg for the past 20 years. Jill can be reached at (608) 298-1703. Wisconsin Bank & Trust's Fitchburg office is located at 6180 Verona Road in Fitchburg.

Photo: ***Jill Mack, Business Development Officer***

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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