

Heartland BancCorp Initiates Agribusiness Lending Group

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GAHANNA, Ohio, July 14, 2015 (GLOBE NEWSWIRE) -- Heartland BancCorp, (OTCQB:HLAN), parent company of Heartland Bank, today announced its progress with a new agribusiness lending platform initiated earlier this year.

"We thoroughly examined the opportunity to enter the agribusiness lending arena and corralled the necessary resources and people to successfully grow a portfolio," said G. Scott McComb, Chairman, President and CEO. "Lending policies and marketing strategies have been developed specifically for this segment and with a methodical, long-term approach, early indications are that we will create success in the agribusiness lending market."

Leading the team is Joel Oney, Vice President and Manager of Agribusiness Lending. Joel graduated from The Ohio State University with an Agricultural Degree in Dairy Science and received his Masters Degree from the University of Kentucky in Agriculture and Animal Nutrition. Oney has nearly 20 years of agricultural lending and leadership experience with Ohio and Kentucky farmers through his long career at Farm Credit. He is deeply involved with agriculture and has served on various boards serving the livestock industries and also in the Governor's Office of Agricultural Policy in Kentucky. Joel raises cattle on his own farm and resides with his daughters in Gahanna, Ohio.

Agriculture is one of Ohio's largest industries and contains a tremendous opportunity for small business lending. According to the 2012 USDA Census of Agriculture, 75,000 farms operating in Ohio produce over \$10 billion of total sales. Governor John Kasich stated, "Agriculture is the strongest industry in Ohio" and "the bedrock of the state of Ohio." Details of the most recent census from 2012 can be found at:

http://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_1_State_Level/Ohio/

About Heartland BancCorp

Heartland BancCorp is a registered Ohio bank holding company and the parent of Heartland Bank, which operates twelve full-service banking offices. Heartland Bank, founded in 1911, provides full service commercial, small business, and consumer banking services; alternative investment services; insurance services; and other financial products and services. Heartland Bank is a member of the Federal Reserve, a member of the FDIC and an Equal Housing Lender. Heartland BancCorp is currently quoted on the over-the-counter (OTC) Bulletin Board Service under the symbol HLAN. Learn more about Heartland Bank at HeartlandBank.com.

CONTACT: G. Scott McComb, Chairman, President & CEO
Heartland BancCorp 614-337-4600



Source: Heartland BancCorp