

**Heartland BancCorp Announces:
Increased 1st Quarter 2004 Earnings,
3rd Consecutive Increase in Quarterly Cash Dividend,
Two New Directors Added**

For Immediate Release:

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Tiney M. McComb, Chairman, President & CEO of Heartland BancCorp, parent company of Heartland Bank, today reported net income of \$928 thousand for the three months ended March 31, 2004, up 7% from the \$867 thousand reported for the first quarter of 2003. On a diluted earnings per share basis, the Corporation earned \$.62 for the three months ended March 31, 2004 compared to \$.60 for the 1st quarter 2003. Factors contributing to the increase in earnings included strong balance sheet growth, higher net interest income, and a reduction of non-interest or operating expense resulting in improved operating efficiency.

Net interest income was \$3.3 million for the quarter, up 13% from first quarter 2003. The increase in net interest income was primarily due to a 10% decline in cost of funds reflecting lower deposit and borrowing costs through the first quarter 2004. For the first quarter of 2004, non-interest expense totaled \$2.9 million, down \$100 thousand or 3% as compared to the same period in 2003.

Total assets outstanding increased 10% to \$356 million, an increase of \$33 million from \$324 million at March 31, 2003. Net loans increased by \$26 million to \$252 million at March 31, 2004, up 11% compared to net loans of \$226 million at March 31, 2003. Deposits increased \$29 million during the past year to \$316 at March 31, 2004. Total shareholders' equity grew to \$29 million or \$20.31 per share, an increase of 13% from \$26 million or \$17.93 per share, at March 31, 2003.

With this continued growth and profitability our directors increased our quarterly cash dividend for the third consecutive quarter. This most recent increase of 10% results in a 41% increase in our quarterly cash dividend since the 3rd quarter 2003. The Board of Directors declared a 1st quarter 2004 cash dividend of 11.90 cents per share to shareholders of record March 25, 2004, payable April 10, 2004.

I am further pleased to announce the addition of two local business and community leaders as members of our Board of Directors. Joining our Board is Ms. Jodi L. Garrison, CPA and a resident of Grove City, Ohio and

a partner in the firm of Hirth, Norris & Garrison, LLP; and Mr. David C. Kotary, a resident of Westerville, Ohio and President of Benchmark Insurance Agency Inc. It is my pleasure to welcome these two outstanding individuals to our Board. Their leadership will contribute to the continued growth and prosperity of Heartland BancCorp.

In closing on behalf of our directors and valued employees I would like to thank you for being our shareholders as well as our customers.

Heartland Bank provides a complete line of loan and deposit products from short to long term, and are accessible from any of our banking offices and ATMs, as well as from home or office using Heartland's telephone banking at 416-BANK or Internet banking at www.heartlandbank.com.

Heartland BancCorp is a registered Ohio bank holding company and the parent of Heartland Bank, which operates nine full-service banking offices. Heartland Bank operates its wholly owned subsidiary Heartland Mortgage Corporation. Alternative investment services are provided through Great American Advisors Inc. 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.

[HEARTLAND BANCCORP EARNINGS PROFILE ATTACHED]

Heartland BancCorp
Earnings Profile
First Quarter and Year To Date
March 31, 2004 and 2003

	2004	2003
Net Interest Income (after provision)	\$3,298,100	\$2,907,358
Non Interest Income	970,115	1,372,889
Net Income	927,574	867,420
Basic Earnings Per Share	\$0.64	\$0.60
Diluted Earnings Per Share	\$0.62	\$0.60