

**Heartland BancCorp Announces:
10% Asset Growth, Record Earnings, and Another Increase in Quarterly
Cash Dividends**

For Immediate Release:

February 1, 2007 – 12:00 noon

Contact: Tiney M. McComb – Chairman, President & CEO

Phone: 614-337-4600

Tiney M. McComb, Chairman, President & CEO of Heartland BancCorp, parent company of Heartland Bank, today reported continued asset and earnings growth for 2006.

For the year ended December 31, 2006 Heartland BancCorp reported net income per diluted share of \$2.67, up \$.05 from \$2.62 in 2005. Net income for 2006 was \$4.331 million resulting in an increase over net income of \$4.269 million for 2005. Financial results for 2006 represent record annual earnings for Heartland BancCorp.

Net interest income for 2006 grew 4% to \$15.027 million compared to \$14.418 million for 2005. The improvement in net interest income resulted from the combined effect of a 13% increase in the Bank's investment portfolio coupled with 8% growth in the loan portfolio and continued excellent asset quality throughout 2006. Deposit costs increased 53% as deposits continued to re-price higher throughout the year. Total non-interest income increased to \$2.967 million, exceeding \$2.932 million for 2005.

Earnings for the 4th quarter ended December 31, 2006 totaled \$1.212 million or \$.75 per diluted share, up 17% from \$1.036 million or \$.64 per diluted share in 2005. Net interest income was \$3.910 million, an increase of 9% from the fourth quarter of 2005. Fees and other non-interest income for the fourth quarter of 2006 were \$771 thousand, up 9% compared to \$708 thousand for 2005. Non-interest expense was \$2.963 million for the fourth quarter compared to \$2.860 million in 2005. "On a comparative basis, 4th quarter year over year operating results were our strongest of 2006, and I am hopeful will establish a trend to continue into the coming year," McComb noted.

Total assets outstanding increased 10% to \$471 million at year-end 2006, an increase of \$41 million from \$430 million at the end of 2005. Net loans outstanding grew to \$337 million, up 8% over \$312 million at the end of 2005. Deposits increased 8% to \$408 million at December 31, 2006. Total shareholders' equity grew to \$36.3 million or \$22.86 per share, an increase of 9% over \$33.7 million or \$21.06 per share at year-end 2005.

McComb stated, "In addition to these financial results, I am pleased to share with you the planned opening of our new full-service Grove City branch office projected during the 3rd quarter of 2007. We

are grateful to this community for their allegiance to our community banking philosophy, which over the years has consumed the capacity of our currently leased banking facility. We are particularly excited to be able to build the recognizable architecture of Heartland Bank in Grove City, extending our vision of Heartland Bank as Central Ohio's Community Bank."

"I am further pleased to announce, in recognition of our 4th quarter and full year 2006 financial results, our Board of Directors approved a 10% increase in our quarterly cash dividend and declared a 1st quarter 2007 cash dividend of \$.2606 cents per share to shareholders of record March 25, 2007, payable April 10, 2007. This is the 9th increase in our quarterly cash dividend since the 3rd quarter of 2003. During this period our cash dividend has increased approximately 200%. This dividend increase illustrates the Board of Directors' way of sharing the Bank's success with the shareholders whose investment have made this achievement possible," stated McComb. "The support of our Directors and shareholders as well as our employees is integral to our current and our future success."

Heartland Bank provides a complete line of loan and deposit products 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 eleven full-service banking offices. 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
Fourth Quarter and Year To Date
December 31, 2006 and 2005

Fourth Quarter

	2006	2005
Net Interest Income (after provision)	\$3,910,395	\$3,602,031
Non Interest Income	770,873	707,553
Net Income	1,212,164	1,035,668
Basic Earnings Per Share	\$.76	\$0.65
Diluted Earnings Per Share	\$.75	\$0.64

Year To Date

Net Interest Income (after provision)	\$15,026,518	\$14,418,020
Non Interest Income	2,966,940	2,931,997
Net Income	4,331,293	4,268,722
Basic Earnings Per Share	\$2.72	\$2.67
Diluted Earnings Per Share	\$2.67	\$2.62