



Business Update

Expansion News!

Wisconsin Business Bank to Change Name to Heartland Business Bank

Dubuque, Iowa, June 28, 2004 – Heartland Financial USA, Inc. (NASDAQ NMS HTLF) announced today its intention to establish a new brand name for Wisconsin Business Bank.

Pending approval from banking regulators, the bank will officially change its name to Heartland Business Bank, www.thehbb.com. As the bank expands nationally, the new identity will allow the bank greater flexibility for market and service expansion.

“As we undertook this very important step for our organization, it was critical that our new names not only represent the expanding scope of our business, but also reflect our primary focus – that is, to partner with our business clients,” said President Kevin Tenpas.” Our goal as a business bank is to understand and meet the unique needs of business clients and establish a foundation for a long-term mutually beneficial partnership,” said Tenpas.

“While we plan to change our name, our ownership will not change and we will not change our core values which focus on a commitment to our business clients; delivering our special brand of service – creative structuring for our client’ stay power. Staying true to these values is what has made us the strong company we are today.”

The bank anticipates implementing the new brand identity on July 1, 2004. Wisconsin Business Bank is a branch of Wisconsin Community Bank, a Heartland community bank based in Madison, Wisconsin. It operates full service banking offices in Sheboygan and DePere, WI, a loan production office in Minnesota and currently has plans to expand into the Northeast. The bank ranked number four nationally in 2002 and 2003 for their participation in the USDA B&I lending. The Business and Industry (B&I) program provides long term financing to small businesses throughout the United States.

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June 28, 2004

Did You Know That?

The USDA loan volume that Heartland Business Bank generated in 2003 made a positive economic impact in Wisconsin and contributed to the success of the Federal Administration’s 2003 strategic plan initiatives. These projects included one renewable energy project, one value-added food-processing project, two projects providing markets or services to small and minority farmers, and one project located in an economically impaired community. Heartland Business Bank is proud of their 66% contribution of the \$38 million total in business and industry projects the Wisconsin USDA office financed and for their part in helping to create and save over 1640 jobs for 14 Wisconsin businesses.

Congratulations WG&R!

WG&R Furniture of Green Bay won the Family-Owned Small Business Administration Award, and was recognized along with eleven other award winners at Wisconsin’s SBA awards presentation on May 21 in Waukesha.

Family-owned businesses are considered for the awards using a variety of criteria, such as sales and profit growth, increase in employment opportunities, and contributions to the community.



WG&R started in 1946 with four founders including members of the Greene family, which has had full ownership of the company since 1955.

The company has retail locations in Ashwaubenon, Appleton, Oshkosh, Manitowoc and Sheboygan, and a central warehouse in Green Bay. It has expanded its stores and geographic market over the years.

Pictured above with the recipients Paul and Paula Greene are Kevin Tenpas, President of Heartland Business Bank, (HBB) Wenda Roycraft, Vice President (HBB) & Kris DeBruine, Senior Analyst (HBB)

Kris DeBruine Named Lead RDA/SBA Underwriter-Senior Analyst

Kris DeBruine has been promoted to Lead RDA/SBA Underwriter-Senior Analyst at Heartland Business Bank. In this position, Kris will be responsible for commercial credit underwriting and business analysis. Additional duties include overseeing Government Guaranteed loan packaging, loan review and credit quality assurance.



Kris joined Heartland Business Bank in 1999 and has over 15 years of banking experience in areas of commercial credit underwriting, product development and systems implementation, sales, and customer service. Prior to joining Heartland Business Bank, Kris was a Business Banking Representative with Ozaukee State Bank, and also a Senior Credit Analyst with Firststar Bank.

Kris received her Bachelor of Arts Degree with highest honors from Lakeland College majoring in accounting, marketing, and business administration, and minoring in economics.

Active in the community, Kris is the current Board Chairperson for the Sheboygan County Red Cross Association and Board Chairperson of the Sheboygan Falls YMCA. She is also active in coaching Youth sports programs, currently coaching an 8th grade girls Select Basketball team.

Kris, her husband Tom, and their two children reside in Oostburg.

HBB Loan Creates Jobs for Menominee Indian Tribe of Wisconsin

The Menominee Business Center announced today that Heartland Business Bank (HBB) of De Pere, WI has approved an SBA term loan and line of credit for one of their office of Private Sector Initiative clients. This innovative loan package also included "gap" financing from the First American Capital Corporation in West Allis, WI through the American Indian Chamber of Commerce of Wisconsin (AICCW) and Indian Community Development Block Grant (ICDBG) through the Menominee Business Center.

Hard Rock Sawing & Drilling Specialists, the recipient of the loan is owned and operated by Menominee Tribal member Mary E. Dvoratchek and her husband Larry. Services consist of diamond core drilling, diamond slab sawing, diamond wall sawing, diamond wire sawing, grooving & grinding, joint sealing, and specialized demolition and debris removal services in the concrete drilling and sawing industry.

"This is a landmark for the Menominee Business Center." Said Research Specialist Renee Mahkimetas of the Private Sector Initiative (PSI) office. "Mary and Larry Dvoratchek have been working with our office for one year along with many other key players

The Menominee Business Center is a small business incubator building owned by the Menominee Indian Tribe of Wisconsin

A key player responsible for the loan success is Wilmer Peters, Business Specialist for Northwoods NiiJii Enterprise Community, located at the Menominee Business Center. Mr. Peters performed the entire key negotiating for the Dvoratchek's with (HBB) Market President Craig D. Aderhold and (AICCW) Executive Director Craig Anderson and Jeff Bowman, President. Wilmer says, "This project should show the local community as well as outside funding sources that the Menominee Business Center has the technical assistance and expertise to complete a transaction of this size and complexity."

The Menominee Business Center along with Mary and Larry Dvoratchek are very appreciative for everyone in making this project so successful after one year of hard work.

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Heartland Business Bank
A Branch of Wisconsin Community Bank

www.thehbb.com

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