



FOR RELEASE: Immediately
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Heartland Bank, 104.9 The River and NBC 4 Present Second Annual Free Financial Summit

GAHANNA, OHIO... February 17, 2009...Heartland Bank, 104.9 The River and NBC 4 have teamed up to present Money Matters 2009, a free financial summit for individuals seeking assistance with their finances. The event will take place on Saturday, February 28, 2009 at Rhema Christian Center in Columbus, Ohio. Sessions will be provided at no cost, and lunch will be provided by Shane's Rib Shack.

Attendees will choose three sessions in personal finance from a list of ten different topics. Topics include but are not limited to *Refinancing Your Mortgage*, *How to Manage Credit Card Debt*, *Dealing With Foreclosure*, and *Managing Your 401(K)*. Representatives from the Columbus Credit Bureau, Consumer Credit Counseling Services and The Federal Home Loan Bank Welcome Program will also be on hand to answer any questions attendees may have.

Heartland banking offices have grown to be important members of the areas they serve by investing in the hopes and dreams of those communities. They call this

commitment the “Heartland Spirit” – a strong dedication to financial performance and community service.

Scott McComb, President of Heartland Bank stated, “We are proud to offer this financial resource again this year to Central Ohioans. Now more than ever consumers should rely on financial institutions for the advice they need to know from people they trust. As a community bank, this is our commitment and responsibility to the communities in which we serve.”

Todd Stach, Program Director at 104.9 The River, added, "For many these are uncertain and challenging times. So, our goal is to help provide some sort of hope and direction for those who attend."

Janna Buckey, Vice President of Marketing at NBC 4, stated, “We can’t just report the bad economic news. We have an obligation to do what we can to help make it better. Spreading the word about this free event is one small thing NBC 4 can do. Cabot Rea is looking forward to meeting all the attendees.”

Interested parties may receive more information and register online at heartlandbank.com, 1049theriver.com, or nbc4i.com. For further information, please contact Megan Davie at Heartland Bank at (614) 337-4600.

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 Infinex Investments, 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.