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For immediate release

van Wagenen Financial Services celebrates 40 year partnership with Dubuque Bank and Trust

Eden Prairie, Minn. Jan. 29, 2010 – van Wagenen Financial Services, a leading provider of insurance protection and tracking services for financial institutions, recently celebrated its 40-year relationship with Dubuque Bank and Trust (DB&T) of Dubuque, Iowa. A small ceremony to mark the milestone, which began in January of 1970, was held at the bank's Asbury banking office on January 28th.

"Milestones like this are truly exceptional," said van Wagenen President Mary Wood. "But it's more than just a number. We have experienced enormous change in both the banking and the insurance industries since the 1970s. The key to sustaining a strong relationship in an evolving financial environment is to continually help each other find new opportunities to succeed," she said.

Bank President and CEO Doug Horstmann credits the relationship's success to the strongly held values shared by both companies. "We pledge to our customers innovation, superior customer service and the highest degree of integrity," he said. "This relationship has prospered because van Wagenen delivers the same to us. They listen to what we need and work with us to accomplish our goals."

Since first doing business, both companies have grown substantially in size and service offerings. Through its parent company, Heartland Financial USA, Inc., DB&T serves as the flagship for an organization with \$4 billion in assets and branch offices in 62 locations in eight states. van Wagenen, the industry leader in auto insurance tracking also provides lender placed insurance products. The company continues to expand its expertise into mortgage and equipment protection nationwide.

About DB&T: Dubuque Bank and Trust is a subsidiary of Heartland Financial USA, Inc., a \$4 billion diversified financial services company providing banking, mortgage, wealth management, insurance and consumer finance services to individuals and businesses. Established in 1935, DB&T is among the largest commercial banks in Iowa. For more information, visit www.dubuquebank.com

About van Wagenen: van Wagenen Financial Services mitigates the risk of uninsured loss and maximizes insurance settlements for lenders and lessors across North America. In its 75th year, the privately held company provides auto, equipment and real estate lender insurance products and services. van Wagenen is headquartered in Eden Prairie, Minn. and has offices in the United States and Canada. For more information, visit www.vanwagenen.com

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