WINTRUST

NEWS RELEASE

Wayne Hummer Asset Management Continues to Attract Wall Street Talent

2009-02-02

Melissa R. Brown, CFA Joins as Head of Institutional Division; Steven M. Bohn Joins as Head of Financial Services Division

LAKE FOREST, Ill., Feb. 2 /PRNewswire-FirstCall/ -- Wayne Hummer Asset Management Company, a subsidiary of Wintrust Financial Corporation (Nasdaq: WTFC) announced the appointment of Melissa R. Brown, CFA as Managing Director, Chief Investment Strategist and Head of the newly formed Institutional Clients Division. Ms. Brown will spearhead the firm's expansion into institutional asset management, primarily focused on the consultant marketplace nationally, and expects to assume her post at the end of February. Steven M. Bohn has been appointed Managing Director and Head of the Financial Services Division, effective immediately. Mr. Bohn will lead distribution efforts targeted at registered investment advisors and third party platforms.

Ms. Brown joins Wayne Hummer from Goldman Sachs Asset Management and brings tremendous expertise in the institutional arena with both sell- and buy-side perspective. Most recently, she served as a senior partner co-heading the Client Portfolio Management function in the Quantitative Investment Strategies Group. Her experience at Goldman Sachs also includes serving as Senior U.S. Portfolio Manager and as Head of Product Strategy for the Global Quantitative Equities Group. In addition, Ms. Brown served as a widely respected sell-side analyst for 15 years with Prudential Securities as director of Quantitative Equity Research, and regularly appeared on Institutional Investor's annual "All-Star" list. Ms. Brown holds a B.S. in Economics from the University of Pennsylvania'sWharton School and a M.B.A in Finance from New York University.

Mr. Bohn brings over 23 years of investment experience in sales and product development with both bulge bracket and boutique investment firms. His career includes serving as Managing Director for Lyster Watson & Company, Senior Vice President for Lazard Asset Management, and Director and Senior Vice President for Merrill Lynch Business Financial Services. He has extensive expertise in both product development and asset management distribution strategies through third party platforms and the institutional marketplace. Mr. Bohn received his B.S. in Economics from Northern Illinois University.

"Melissa and Steve are key strategic additions to our team," says Dan Cardell, President and Chief Investment Officer of Wayne Hummer Asset Management Company. "Their arrival allows us to move forward with a comprehensive segment-based approach to the market and puts the necessary distribution capabilities in place to support future product development and product-focused acquisitions."

Ms. Brown added, "I see Wayne Hummer on a strong upward trajectory. Joining a team that is committed to building a world-class asset management organization, has an entrepreneurial culture, and shares my investment philosophy is very attractive. I look forward to the opportunity to help build a business once again."

ABOUT WAYNE HUMMER WEALTH MANAGEMENT

Wayne Hummer Wealth Management provides a comprehensive suite of wealth management services and oversees nearly $6 billion in client assets. Since 1931, Wayne Hummer Investments has been providing a full-range of investment products and services tailored to meet the specific needs of individual investors throughout the country. Wayne Hummer Asset Management Company is the investment advisory affiliate of Wayne Hummer Investments. Wayne Hummer Asset Management Company manages assets for private clients, public and corporate pensions, Taft-Hartley funds, as well as portfolios for Wayne Hummer Trust Company. Wayne Hummer Trust Company provides trust and investment products and services to individuals and businesses in Wintrust community bank markets.

WINTRUST SUBSIDIARIES AND LOCATIONS

Wintrust is a financial holding company whose common stock is traded on the Nasdaq Stock Market (Nasdaq: WTFC). Its 15 community bank subsidiaries are: Lake Forest Bank & Trust Company, Hinsdale Bank & Trust Company, North Shore Community Bank & Trust Company in Wilmette, Libertyville Bank & Trust Company, Barrington Bank & Trust Company, Crystal Lake Bank & Trust Company, Northbrook Bank & Trust Company, Advantage National Bank in Elk Grove Village, Village Bank & Trust in Arlington Heights, Beverly Bank & Trust Company in Chicago, Wheaton Bank & Trust Company, State Bank of The Lakes in Antioch, Old Plank Trail Community Bank, N.A. in New Lenox, St. Charles Bank & Trust Company and Town Bank in Hartland, Wisconsin. The banks also operate facilities in Illinois in Algonquin, Bloomingdale, Buffalo Grove, Cary, Chicago, Clarendon Hills, Darien, Deerfield, Downers Grove, Frankfort, Geneva, Glencoe, Glen Ellyn, Gurnee, Grayslake, Highland Park, Highwood, Hoffman Estates, Island Lake, Lake Bluff, Lake Villa, Lindenhurst, McHenry, Mokena, Mundelein, North Chicago, Northfield, Palatine, Prospect Heights, Ravinia, Riverside, Roselle, Sauganash, Skokie, Spring Grove, Vernon Hills, Wauconda, Western Springs, Willowbrook and Winnetka, and in Delafield, Elm Grove, Madison and Wales, Wisconsin.

Additionally, the Company operates various non-bank subsidiaries. First Insurance Funding Corporation, one of the largest commercial insurance premium finance companies operating in the United States, serves commercial loan customers throughout the country. Tricom, Inc. of Milwaukee provides high-yielding, short-term accounts receivable financing and value-added out-sourced administrative services, such as data processing of payrolls, billing and cash management services, to temporary staffing service clients located throughout the United States. Wintrust Mortgage Corporation (formerly known as WestAmerica Mortgage Company) engages primarily in the origination and purchase of residential mortgages for sale into the secondary market through origination offices located throughout the United States. Loans are also originated nationwide through relationships with wholesale and correspondent offices. Wayne Hummer Investments, LLC is a broker-dealer providing a full range of private client and brokerage services to clients and correspondent banks located primarily in the Midwest. Wayne Hummer Asset Management Company provides money management services and advisory services to individual accounts. Wayne Hummer Trust Company, a trust subsidiary, allows Wintrust to service customers' trust and investment needs at each banking location. Wintrust Information Technology Services Company provides information technology support, item capture and statement preparation services to the Wintrust subsidiaries.

FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements within the meaning of federal securities laws. Forward-looking information in this document can be identified through the use of words such as "may," "will," "intend," "plan," "project," "expect," "anticipate," "should," "would," "believe," "estimate," "contemplate," "possible," and "point." The forward-looking information is premised on many factors, some of which are outlined below. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and is including this statement for purposes of invoking these safe harbor provisions. Such forward-looking statements may be deemed to include, among other things, statements relating to the Company's projected growth, anticipated improvements in earnings, earnings per share and other financial performance measures, and management's long-term performance goals, as well as statements relating to the anticipated effects on financial results of condition from expected developments or events, the Company's business and growth strategies, including anticipated internal growth, plans to form additional de novo banks and to open new branch offices, and to pursue additional potential development or acquisitions of banks, wealth management entities or specialty finance businesses. Actual results could differ materially from those addressed in the forward-looking statements as a result of numerous factors, including the following:

-- Competitive pressures in the financial services business which may affect the pricing of the Company's loan and deposit products as well as its services (including wealth management services).
-- Changes in the interest rate environment, which may influence, among other things, the growth of loans and deposits, the quality of the Company's loan portfolio, the pricing of loans and deposits and interest income.
-- The extent of defaults and losses on our loan portfolio.
-- Unexpected difficulties or unanticipated developments related to the Company's strategy of de novo bank formations and openings. De novo banks typically require 13 to 24 months of operations before becoming profitable, due to the impact of organizational and overhead expenses, the startup phase of generating deposits and the time lag typically involved in redeploying deposits into attractively priced loans and other higher yielding earning assets.

-- The ability of the Company to obtain liquidity and income from the sale of premium finance receivables in the future and the unique collection and delinquency risks associated with such loans.
-- Failure to identify and complete acquisitions in the future or unexpected difficulties or unanticipated developments related to the integration of acquired entities with the Company.
-- Legislative or regulatory changes or actions, or significant litigation involving the Company.
-- Changes in general economic conditions in the markets in which the Company operates.
-- The ability of the Company to receive dividends from its subsidiaries.
-- The loss of customers as a result of technological changes allowing consumers to complete their financial transactions without the use of a bank.
-- The ability of the Company to attract and retain senior management experienced in the banking and financial services industries.
-- The risk that the terms of the U.S. Treasury Department's Capital Purchase Program could change.
-- Distressed global credit and capital markets;
-- Changes in market interest rates and loan and deposit pricing in the Company's markets;
-- The effect of continued margin pressure on the Company's financial results;
-- Additional deterioration in asset quality;
-- The possible need for further increases in our allowance for credit losses;
-- Additional charges related to asset impairments;
-- Legislative or regulatory changes, particularly changes in the regulation of financial services companies and/or the products and services offered by financial services companies;
-- The other risk factors set forth in the Company's filings with the Securities and Exchange Commission.

SOURCE Wintrust Financial Corporation

Contact: Tom Zidar, Chairman & Chief Executive Officer, +1-312-431-6593, or Dan Cardell, President and Chief Investment Officer, +1-312-431-6559, both of Wayne Hummer Asset Management