WINTRUST

NEWS RELEASE

Wintrust Financial Corporation Offers Customers 15 Times Typical FDIC Insurance Coverage. Wintrust Unveils MaxSafe Product and Spreads Deposits and FDIC Insurance Across Its 15 Subsidiary Banks.

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LAKE FOREST, Ill., Sept. 15 /PRNewswire-FirstCall/ -- Wintrust Financial Corporation ("Wintrust" or "the Company") (Nasdaq: WTFC) today announced the creation of its MaxSafe Money Market Account that, along with its MaxSafe Certificates of Deposit, can provide customers with 15 times the typical amount of FDIC insurance coverage.

The customer only needs to visit one Wintrust bank to open the account. Wintrust then spreads the account across its 15 well-capitalized Chicago and Milwaukee area subsidiary banks, resulting in the increase in FDIC coverage. The customer receives a single statement and a single 1099 for the entire balance.

By utilizing MaxSafe, a joint account can be insured for up to $3 million, while a qualified retirement account can be insured for up to $3.75 million. By using all of the available FDIC ownership categories of single, joint, revocable trust, and retirement accounts, a married couple can achieve up to $16.5 million in FDIC insurance coverage using MaxSafe.

"We've actually offered this type of product to our existing customers for some time now," stated Edward J. Wehmer, President & CEO of Wintrust. "But with the current instability in the overall banking market, we believe that now would be an appropriate time to offer the product on an expanded basis."

Wintrust offers MaxSafe CDs and Money Market Accounts through its network of 79 community bank locations, its Wayne Hummer wealth management subsidiaries and its web site, **http://www.maxsafeaccount.com**. Wintrust currently has more than $700 million in deposits in MaxSafe and MaxSafe-type accounts.

All banks that participate in the MaxSafe program are wholly-owned subsidiaries of Wintrust Financial Corporation, are members of the FDIC and are deemed to be "well-capitalized" by all appropriate regulatory measures.

ABOUT WINTRUST

Wintrust is a financial holding company with assets of approximately $10 billion whose common stock is traded on the Nasdaq Stock Market (Nasdaq: WTFC). Wintrust operates fifteen community bank subsidiaries that are located in the greater Chicago and Milwaukee market areas. Additionally, the Company operates various non-bank subsidiaries including one of the largest commercial insurance premium finance companies operating in the United States, a company providing short-term accounts receivable financing and value-added out-sourced administrative services to the temporary staffing services industry, companies engaging primarily in the origination and purchase of residential mortgages for sale into the secondary market throughout the United States, and companies providing wealth management services including broker-dealer, money management services, advisory services, and trust and estate services. Currently, Wintrust operates more than 75 banking offices and is in the process of constructing several additional branch facilities.

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 Company undertakes no obligation to release revisions to these forward-looking statements or reflect events or circumstances after the date of this press release.

SOURCE Wintrust Financial Corporation

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