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NEWS RELEASE

Wintrust Financial Corporation Will be Presenting at the Sandler O'Neill & Partners, L.P. East Coast Financial Services Conference on November 11, 2010

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LAKE FOREST, Ill., Nov. 9, 2010 (GLOBE NEWSWIRE) -- Wintrust Financial Corporation ("Wintrust") (Nasdaq:WTFC) today announced that Company management will present at the Sandler O'Neill & Partners, L.P.East Coast Financial Services Conference to be held on November 11, 2010 in Aventura, Florida. The conference can be attended, in person, by invitation only. However, the conference will be broadcast on the Internet at **http://www.sandleroneill.com** and will also be available through Wintrust Financial Corporation's website at **www.wintrust.com**. The presentation is scheduled to begin at 2:55 p.m. Eastern Time. The archived webcast will be available for thirty days after the event. The conference will also be available via audio conference at (877) 253-8059 using passcode "8309199648#". Listeners should go to the website at least fifteen minutes before the event to download and install any necessary audio software. There is no charge to access the event.

Wintrust is a financial holding company with assets of approximately $14 billion whose common stock is traded on the NASDAQ Global Select Stock Market under the ticker symbol "WTFC". Wintrust operates fifteen community banks that provide a full complement of commercial and consumer loan and deposit products and services through 85 banking facilities in the Chicago and Milwaukee metropolitan areas. Wintrust also provides brokerage, trust and investment services to customers primarily in the Midwest, as well as customers of the banks, and provides services in mortgage banking and several specialty-lending niches including insurance premium finance.

CONTACT: Wintrust Financial Corporation
Edward J. Wehmer, President & Chief Executive Officer
David A. Dykstra, Senior Executive Vice President
& Chief Operating Officer

(847) 615-4096
www.wintrust.com