German American Bancorp, Inc.

NEWS RELEASE

German American Unites Under One Common Name and Shield

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JASPER, Ind., Nov. 16, 2009 (GLOBE NEWSWIRE) -- German American Bancorp (Nasdaq:GABC) is uniting its offices and financial services under one common name, German American. Since its modest beginning in 1910, German American has acquired a number of banking and insurance companies throughout southern Indiana, including Peoples Bank, Citizens State Bank, Keach & Grove and Doty Insurance -- growing total assets to more than $1 billion.

"While many of our offices still carry their original name, most of our customers already know of German American's ownership," said Mark Schroeder, chairman and CEO of German American. "Uniting banking, insurance and investments under one common name will enable us to grow even stronger, offering all financial services under one identity."

Over the next few months, German American will revise its signage and communications materials to reflect the German American brand.

"Our people, values, ownership, commitments and our local decision making will remain exactly the same. We have been successful thanks to the strong relationships between our outstanding staff and our customers and communities," Schroeder added. "We'll still be the same organization you have worked with for years, only now, we are going to be a larger, more unified family. And that means building increased awareness among our customers and a recognized, larger presence throughout all of southern Indiana."

During 2008, one of the worst economic years in U.S. history, German American achieved record performance and continues to deliver strong financial results in 2009. According to a survey of financial data published by a leading national investment banking firm, German American, as of September 30, 2009, was the top-ranked institution

among the 52 Indiana-domiciled publicly traded banks and thrifts, based on return on average equity during the prior twelve-month period.

About German American

German American is a NASDAQ-traded (symbol GABC) financial services company, offering banking, insurance and investment products and services through 35 offices in 10 southern Indiana counties. In June 2009, German American, headquartered in Jasper, Ind., was added to the Russell 2000(R) Index and the Russell 3000(R) Index. German American specializes in providing customized financial solutions to consumers, businesses and a wide variety of industries.

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