



Heartland Financial USA, Inc. Commercial Card Volume Takes Giant Leap

September 28, 2017 09:00 ET | **Source:** Heartland Financial USA, Inc.

DUBUQUE, Iowa, Sept. 28, 2017 (GLOBE NEWSWIRE) -- **Heartland Financial USA, Inc.** (NASDAQ:[HTLF](#)) recently announced that for a second year in a row, it has been ranked among the top U.S. Visa® commercial credit card issuers in terms of purchase volume according to the June 2017 issue of The Nilson Report. The Nilson Report is a leading publication covering payment systems worldwide.

According to the report, Heartland ended 2016 with \$263.8 million in purchasing volume, a growth of 89% over the previous year - the highest among U.S. Visa commercial card issuers. This included purchase volume from corporate travel and entertainment (T&E) cards, purchasing cards and small business credit cards combined. In addition, Heartland was also recognized for their growth in purchasing cards volume, where they were ranked 28th of credit card issuers nationwide with a growth of 199.4%

Purchasing volume from Heartland's Electronic Accounts Payable (EAP) solution was a significant contributor to this growth. EAP is a commercial card solution that allows organizations to quickly and easily pay vendors electronically via credit card.

"We are very excited by the growth we have seen in our credit card purchasing volume over the past few years," said Nicole Tipton, Senior Vice President of Commercial Card Payment Solutions. "There are so many things that have contributed to this growth, the main one being a great team that has been able to develop customer-centered solutions through a multitude of business challenges. Our Bankers and Industry Specialists work hand-in-hand with our commercial card customers to create customized card programs based on the unique needs of their organization."

About Heartland Financial USA, Inc.

Heartland Financial USA, Inc. is a diversified financial services company with over \$9.6 billion in

assets, providing banking, mortgage, private client, investment, insurance and consumer finance services to individuals and businesses. Heartland currently has 121 banking locations serving 88 communities in Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado, Minnesota, Kansas, Missouri and Texas. Additional information about Heartland Financial USA, Inc. is available at www.htff.com.

Safe Harbor Statement

This release, and future oral and written statements of Heartland and its management, may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 about Heartland's financial condition, results of operations, plans, objectives, future performance and business. Although these forward-looking statements are based upon the beliefs, expectations and assumptions of Heartland's management, there are a number of factors, many of which are beyond the ability of management to control or predict, that could cause actual results to differ materially from those in its forward-looking statements. These factors, which are detailed in the risk factors included in Heartland's Annual Report on Form 10-K filed with the Securities and Exchange Commission, include, among others: (i) the strength of the local and national economy; (ii) the economic impact of past and any future terrorist threats and attacks and any acts of war, (iii) changes in state and federal laws, regulations and governmental policies concerning the Company's general business; (iv) changes in interest rates and prepayment rates of the Company's assets; (v) increased competition in the financial services sector and the inability to attract new customers; (vi) changes in technology and the ability to develop and maintain secure and reliable electronic systems; (vii) the loss of key executives or employees; (viii) changes in consumer spending; (ix) unexpected results of acquisitions; (x) unexpected outcomes of existing or new litigation involving the Company; and (xi) changes in accounting policies and practices. All statements in this release, including forward-looking statements, speak only as of the date they are made, and Heartland undertakes no obligation to update any statement in light of new information or future events.

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