

FIRST BUSEY CORPORATION

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Busey Launches Private Wealth Brand in SW Florida— Trevett Capital Partners



CHAMPAIGN, IL – First Busey Corporation (NASDAQ: BUSE) is pleased to announce the formation of Trevett Capital Partners (“Trevett”).

Trevett Capital Partners is a private wealth management model created to serve high net worth clientele in SW Florida. Its mission is to assist individuals and families as they navigate the financial and personal complexities of unique wealth—delivering concierge service and holistic, tailored solutions dedicated to the accumulation and preservation of capital and the creation of generational legacies.

Trevett Capital Partners—as a Division of Busey Bank operating on a fiduciary platform with full trust powers—provides asset management, investment, foundation and endowment management services, retirement and financial planning, private banking and trust and estate administration to individuals, businesses and foundations.

“By integrating a broad range of personalized comprehensive solutions, focusing on disciplined investment strategies, and providing industry-leading service, Trevett Capital Partners is the ideal private-wealth partner for families and individuals, entrepreneurs and executives in SW Florida,” says Van A. Dukeman, President & CEO of First Busey Corporation.

Based on the success of our Busey Wealth Management model in Illinois (\$4.1 billion in assets), we believe we are in a unique position to deliver a boutique private-wealth experience in SW Florida through Trevett Capital Partners. Trevett and Busey Wealth Management utilize the same operating and investment foundation to maximize inherent synergies—resulting in best practices, efficiencies and growth. We launched Trevett Capital Partners under a new brand in SW Florida to honor and incorporate an important piece of our heritage. The Trevett name has roots in legacy organizations upon which First Busey Corporation was founded, dating back to 1861. More information about the history of Trevett is contained later in this release.

We welcome a select group of wealth management professionals to Trevett Capital Partners, all of whom are intimately familiar with the Florida market. *“The expertise, talent and tenure of the Trevett Capital Partners team allow Busey to immediately capitalize on growth opportunities in Florida, and facilitate Busey’s capability to meet the needs of affluent clients in other growth markets,”* says Dukeman.

More information about the impressive background of these experienced professionals is as follows:

||| Brent Crawford, MBA, Executive Vice President, Senior Managing Director

Brent has worked in the trust and estate planning arena since 1994. Prior to joining Trevett, Brent served as Managing Director of U.S. Trust where he managed high net worth relationships across SW Florida since 2001. Originally from North Carolina, he has undergraduate degrees in Business Administration and Trust & Estate Administration, and a graduate degree in Business Administration—all from Campbell University. Brent has served as a director for several nonprofit agencies in SW Florida, including the Lee Memorial Health System Foundation and the Foundation for Lee County Public Schools. In 2007, he was honored as a "Forty Under 40" recipient by *Gulfshore Life* magazine.

||| Brian O’Toole, Executive Vice President, Senior Managing Director & Head of Investment Management

Brian has worked in the asset management industry for over 24 years. Prior to joining Trevett, he served as Senior Portfolio Manager at U.S. Trust and co-managed the firm’s Emerging Growth Leaders Strategy Fund. He also served as Managing Director, Partner and Chief Investment Officer for U.S. Large Cap Growth at Putnam Investments in Boston, where he was responsible for all U.S. large cap growth strategies for individual, institutional, and mutual fund clients. Brian’s previous affiliations include Northern Trust as well as Citigroup Asset Management, where he served as Managing Director and Head of Institutional and U.S. Growth Equities. Brian earned undergraduate degrees in Political Science and Economics from St. Mary’s College.

||| Marcia Hobe, CTFA, Senior Vice President, Fiduciary Officer

Marcia worked with clients at U.S. Trust and their legacy organizations for 38 years where she assisted clients with wealth structuring and estate and trust administration. A Fort Myers native, Marcia earned her undergraduate degree from Edison State College. She is actively involved in the SW Florida community, serving on the boards of Junior Achievement, United Way and the Planned Giving Council of Lee County.

||| Kathy Bright, Senior Vice President, Fiduciary Officer

Kathy worked with clients at U.S. Trust and their legacy organizations for 30 years where she assisted clients with wealth structuring and estate and trust administration. Kathy attended Edison State College and is a graduate of the Florida Trust School. She is a Fort Myers native and has been actively involved in the SW Florida community, including her recent role as Board President of the Lee County Estate Planning Council.

||| Heather Cartright, Assistant Vice President

Heather has worked in the banking and wealth management industry for 6 years. She will facilitate the coordination of private banking services and serve as a client relationship manager for the team.

In addition to the new team, Bob Ballsrud, EVP, Senior Managing Director and Chief Investment Officer of Busey Wealth Management and Busey Trust Company, will relocate to Florida to assist in the integration of Trevett Capital Partners. He will work with the Trevett team in developing new business, evaluating and refining the investment and portfolio management process, and overseeing the general integration of the team into the Busey organization.

From investment management and estate planning, to family foundations, multi-generational trusts and private banking, Trevett Capital Partners' services span a broad range of financial needs throughout various life stages—maximizing opportunities available to clients.

Trevett Capital Partners operates as a Division of Busey Bank and is part of the Busey family of financial services—a leading organization serving clients in downstate Illinois, Indianapolis and Southwest Florida since 1868. To learn more about the Trevett experience, visit us at www.trevettcapitalpartners.com or call #239.689.7180.

THE TREVETT LEGACY

The Trevett Capital Partners name symbolizes a strong heritage with which we are proud to be associated. The Trevett legacy of service began in 1861 in Champaign, Illinois with the formation of the Trevett-Mattis Banking Company which was established to help investors capitalize on western expansion. Trevett-Mattis steadily grew into one of the largest financial services institutions in its market—diligently serving its community and spurring economic growth over the next century.

In 1963, the Trevett-Mattis name changed to Bank of Illinois and continued to function as an integral part of the Champaign-Urbana community. Further solidifying its presence as a principal institution, the organization partnered with Champaign National Bank in 1995 to create BankIllinois—later combining with First National Bank of Decatur and First Trust Bank of Shelbyville under the holding company Main Street Trust, Inc. These organizations had long traditions of excellence and community involvement in their own right, dating back to 1909 and 1873, respectively. In 2005, the organization further expanded its service footprint when it acquired Bloomington, Illinois-based Citizens First Financial Corp.

Evolving beyond the boundaries of any single municipality, the combined organization took the name of its holding company, becoming Main Street Bank & Trust in 2004. Finding a partner that shared its deep connection to its communities and core values, Main Street merged with Busey in 2007. Since 1868, Urbana, Illinois-based Busey had a storied history of innovation, progress, community service and leadership. Concentrating the strength and tradition of these two great institutions, Main Street and Busey partnered to form the largest financial services organization headquartered in downstate Illinois today—First Busey Corporation.

Continuing the legacy that began in 1861, Trevett Capital Partners builds upon this heritage of excellence, progressive growth, dedicated associates, broad financial capabilities, and honorable, personal service to generations of clients and communities. The values of the Trevett team are consistent with the timeless standards of integrity, passion, innovation, stewardship and the legacy of excellence established by the Trevett-Mattis organization over 150 years ago.

Busey Corporate Profile

First Busey Corporation is a \$3.5 billion financial holding company headquartered in Champaign, Illinois. Busey Bank, First Busey Corporation's wholly-owned bank subsidiary, is headquartered in Champaign, Illinois and has thirty-one full service and four limited service banking centers serving Illinois, a full service banking center in Indianapolis, Indiana, and seven full service banking centers serving southwest Florida. Busey Bank had total assets of \$3.5 billion as of September 30, 2012.

Busey Wealth Management is a wholly-owned subsidiary of First Busey Corporation. Through Busey Trust Company, Busey Wealth Management provides asset management, investment and fiduciary services to individuals, businesses and foundations. As of September 30, 2012, Busey Wealth Management managed approximately \$4.1 billion in assets.

Through Busey Bank, First Busey Corporation owns a retail payment processing subsidiary, FirsTech, Inc., which processes over 22 million transactions per year through online bill payments, lockbox processing and walk-in payments through its 3,100 agent locations in 38 states.

Busey Bank also provides electronic delivery of financial services through its website, www.busey.com.

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Trevett Capital Partners provides products and services through Busey Bank and its various affiliates and subsidiaries.

Investment Products & Services: Are Not FDIC Insured | Are Not Bank Guaranteed | May Lose Value

Busey Bank, Member FDIC

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