

River Branch Capital LLC is serving as exclusive financial advisor to Ameriana

Ameriana Bancorp Enters Merger Agreement with First Merchants

MUNCIE, Ind. and NEW CASTLE, Ind. — First Merchants Corporation (NASDAQ: FRME) and Ameriana Bancorp (NASDAQ: ASBI) today announced they have executed a definitive agreement whereby Ameriana Bancorp will merge with and into First Merchants Corporation, and its wholly owned bank subsidiary, Ameriana Bank, will merge with and into First Merchants Bank, NA.

The merger agreement provides that shareholders of Ameriana Bancorp will have the right to exchange each Ameriana Bancorp common share held for 0.9037 shares of First Merchants' common stock. Based on the closing price of First Merchants' common stock on June 26, 2015 of \$25.13, the transaction value is approximately \$68.8 million, with an implied price per share of Ameriana Bancorp common stock of \$22.71.

Ameriana Bancorp had assets of approximately \$483 million, loans of \$325 million and deposits of \$391 million as of March 31, 2015. Based upon current financials, First Merchants and Ameriana Bancorp will have combined assets of \$6.4 billion and will remain the second largest financial holding company headquartered in Indiana. The transaction is expected to be completed in the fourth quarter of 2015.

For additional information, please contact:

David Olson (312.244.6950),
Pat Kelly (312.228.4740) or
John Freechack (312.228.4745)

About River Branch

River Branch Holdings LLC is an international merchant bank founded to provide differentiated solutions in investment banking and investment management. River Branch offers insightful knowledge, hands-on experience and long-term relationships to ensure our clients are provided the most advantageous solutions possible. With over 100 years of combined expertise, River Branch is uniquely qualified to help those we partner with perpetuate long-term success. More information regarding River Branch can be found at www.rbhllc.com.

River Branch Capital LLC is a SIPC member and FINRA member that offers investment banking services, and is a subsidiary of River Branch Holdings LLC.

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