



First Merchants Corporation to Report Fourth Quarter 2010 Financial Results, Host Conference Call and Web Cast

January 13, 2011

MUNCIE, Ind.--(BUSINESS WIRE)-- First Merchants Corporation (NASDAQ:FRME) will report fourth quarter 2010 financial results on January 27, 2011. The Corporation will host a fourth quarter 2010 earnings conference call and web cast at 2:30 p.m. (ET) on Thursday, January 27, 2011. To participate, dial (Toll Free) 877-317-6789 and reference First Merchants Corporation's fourth quarter earnings release. International callers please call +1 412-317-6789. To access a replay of the call, US/Canada participants should dial (Toll Free) 877-344-7529 or for International participants, dial +1 412-317-0088. The replay passcode is 446916.

In order to view the web cast and presentation slides, please go to <http://www.talkpoint.com/viewer/starthere.asp?Pres=133654> during the time of the call. A replay of the call will be available until February 4, 2011 at 9:00 a.m. (ET) and the web cast replay is available until January 27, 2012.

About First Merchants Corporation

First Merchants Corporation is a financial holding company headquartered in Muncie, Indiana. The Corporation is comprised of First Merchants Bank, N.A., which also operates as Lafayette Bank & Trust, Commerce National Bank, and First Merchants Trust Company as divisions of First Merchants Bank, N.A. First Merchants Corporation also operates First Merchants Insurance Group, a full-service property casualty, personal lines, and healthcare insurance agency.

First Merchants Corporation's common stock is traded on the NASDAQ Global Select Market System under the symbol FRME. Quotations are carried in daily newspapers and can be found on the company's Internet web page (<http://www.firstmerchants.com/>).

Source: First Merchants Corporation

Contact:

First Merchants Corporation

David L. Ortega, First Vice President/Director of Investor Relations, 765-378-8937

<http://www.firstmerchants.com/>