



FIRST MERCHANTS CORPORATION ANNOUNCES CASH DIVIDEND

March 4, 2013

First Merchants Corporation declared a cash dividend on March 4, 2013 of \$0.03 per share, payable on March 18, 2013, to shareholders of record on March 4, 2013. For purposes of broker trading, the ex-date of the cash dividend is February 28, 2013.

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>).

For more information, contact:

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<http://www.firstmerchants.com>

SOURCE: First Merchants Corporation (NASDAQ: FRME), Muncie, Indiana