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The INVESTIndiana Equity  
Conference

Indianapolis Motor Speedway  
September 9, 2010

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*INVESTIndiana is presented by  
Crowe Horwath LLP and Ice Miller LLP*

**You are invited to  
an exclusive  
equity conference  
featuring Indiana public  
companies.**

INVESTIndiana is a one-day invitation-only event offering analysts, top institutional investors and other qualified investment professionals an unmatched opportunity to interact with senior management of Indiana's top public companies.

Through corporate presentations and individual meetings, you'll learn more about these corporations and executive plans for driving these companies forward. Indiana Governor Mitch Daniels will provide the welcoming address and discuss how Indiana's economy is positioned in relation to the recovery. In the keynote presentation, former Congressman Michael Oxley will delve into critical issues facing Wall Street and professional investors. You'll also have the chance to learn more about this historic track as the Indianapolis Motor Speedway continues to celebrate the 100th anniversary of its founding and of its greatest race, the Indianapolis 500.

Your participation—including continental breakfast, lunch and the day's activities—is underwritten by the conference and its sponsors. But space is limited to available slots.

**Reserve your place immediately by registering at [www.invest-ind.com](http://www.invest-ind.com) (enter required code **INVIND0909**) or by calling **317.644.0464**.**

## PRESENTING COMPANIES AND EXECUTIVES

Executives representing a broad cross-section of Indiana companies will deliver presentations throughout the day in 35-minute sessions. The companies are predominantly grouped by industry focus into two presentation tracks.

### Track 1

#### **Cummins Inc.**

(NYSE: CMI), Columbus  
Tom Linebarger  
*President and Chief Executive Officer*

#### **Eli Lilly and Company**

(NYSE: LLY), Indianapolis  
Philip L. Johnson  
*Vice President, Investor Relations*

#### **Hillenbrand, Inc.**

(NYSE: HI), Batesville  
Kenneth A. Camp  
*President and Chief Executive Officer*

#### **Hill-Rom Holdings, Inc.**

(NYSE: HRC), Batesville  
Gregory Miller  
*Senior Vice President and Chief Financial Officer*  
Andy Rieth  
*Vice President, Investor Relations and Global Brand Development*

#### **Interactive Intelligence, Inc.**

(NASDAQ: ININ), Indianapolis  
Don Brown  
*Chairman, President and Chief Executive Officer*  
Steve Head  
*Chief Financial Officer*

#### **NiSource Inc.**

(NYSE: NI), Merrillville  
Jimmy Staton  
*Executive Vice President and Group CEO, Gas Distribution and Northern Indiana Energy*  
Randy Hulen  
*Managing Director, Investor Relations*

#### **Steel Dynamics, Inc.**

(NASDAQ OMX: STLD), Fort Wayne  
Keith Busse  
*Chairman and Chief Executive Officer*

#### **Zimmer Holdings, Inc.**

(NYSE and SIX: ZMH), Warsaw  
Paul G. Blair  
*Vice President, Investor Relations*

### Track 2

#### **Arcadia Resources, Inc.**

(NYSE/AMEX: KAD), Indianapolis  
Marvin R. Richardson  
*R. Ph, President and Chief Executive Officer*  
Matthew Middendorf  
*Chief Financial Officer and Treasurer*

#### **First Merchants Corporation**

(NASDAQ OMX: FRME), Muncie  
Michael C. Rechin  
*President and Chief Executive Officer*  
Mark K. Hardwick  
*Executive Vice President and Chief Financial Officer*

#### **1st Source Corporation**

(NASDAQ OMX: SRCE), South Bend  
Christopher J. Murphy III  
*Chairman and Chief Executive Officer*  
Larry E. Lentych  
*Chief Financial Officer*

#### **German American Bancorp, Inc.**

(NASDAQ OMX: GABC), Jasper  
Mark A. Schroeder  
*Chairman and Chief Executive Officer*  
Bradley M. Rust  
*Executive Vice President and Chief Financial Officer*

#### **Integra Bank Corporation**

(NASDAQ OMX: IBNK), Evansville  
Michael J. Alley  
*Chairman and Chief Executive Officer*  
Michael B. Carroll  
*Executive Vice President and Chief Financial Officer*

#### **Lakeland Financial Corporation**

(NASDAQ OMX: LKFN), Warsaw  
Michael L. Kubacki  
*Chairman, President and Chief Executive Officer*  
David M. Findlay  
*Executive Vice President of Administration, Chief Financial Officer*

#### **Old National Bancorp**

(NYSE: ONB), Evansville  
Robert Jones  
*President and Chief Executive Officer*

Management is available for 1-on-1 meetings. To request a meeting, register online for the conference and click on the 1-on-1 request tab. Check the companies with which you would like to request a personal meeting. You may also return to this section later to request a meeting by clicking on the log-in link on the homepage, [www.invest-ind.com](http://www.invest-ind.com), and entering the username and password that you created at registration.

## INVESTINDIANA FEATURED SPEAKERS



### Welcoming Address

*The Honorable Mitch Daniels  
Governor, State of Indiana*

Mitchell E. Daniels Jr. was elected as the 49th Governor of the State of Indiana in 2004, in his first bid for any elected office. His career has included numerous top management positions in the private and public sectors. He also has served as Chief of Staff to Senator Richard Lugar, Senior Advisor to President Ronald Reagan and Director of the Office of Management and Budget under President George W. Bush. In 2008, *Governing Magazine* named Governor Daniels “Public Official of the Year” for his achievements as governor. He was re-elected in 2008 to a second and final term.



### Keynote Speaker

*Michael G. Oxley  
Senior Advisor, NASDAQ OMX*

INVESTIndiana's keynote speaker is former Congressman and Chairman of the House Financial Services Committee Michael G. Oxley. Mr. Oxley is best known for his co-authorship of the landmark Sarbanes-Oxley Act of 2002, which restored Americans' confidence in the capital markets early in the decade and created a new accounting oversight board for public companies. Mr. Oxley currently serves as Senior Advisor to the Board of Directors of The NASDAQ OMX Group, Inc., providing strategic advice on public policy issues, international business developments and issues affecting corporate clients.

## GENERAL SCHEDULE

*Thursday, September 9, 2010  
Indianapolis Motor Speedway, Pavilion Facilities*

### 7:45 a.m.

Check-in, continental breakfast and networking

### 8:30 a.m.

Conference Opening—  
CROWE HORWATH AND ICE MILLER  
PAVILION BALLROOM

Welcoming Address—  
The Honorable Governor Mitch Daniels,  
*Governor, State of Indiana*

### Morning Sessions

Corporate Presentations—  
PLATINUM PRESENTATION AREAS

One-on-one and small group meetings—  
PAVILION MEETING AREA

Sponsor Showcase

### 12:15 p.m.

Lunch and Keynote Speaker—  
The Honorable Michael E. Oxley,  
*former Congressman, State of Ohio*  
CROWE HORWATH AND ICE MILLER PAVILION  
BALLROOM

### Afternoon Sessions

Corporate Presentations—  
PLATINUM PRESENTATION AREAS

One-on-one and small group meetings—  
PAVILION MEETING AREA

Sponsor Showcase

### Conference Close

Indianapolis Motor Speedway speaker, CROWE  
HORWATH AND ICE MILLER PAVILION BALLROOM

Optional—Hall of Fame, Speedway activities



## CONFERENCE LOCATION AND ACTIVITIES

It is fitting this conference takes place at the American home of motor racing, the **Indianapolis Motor Speedway**, a facility founded in 1909 as an automobile testing ground to gauge and improve the performance of the region's fledgling automobile industry. The focus soon turned to racing, as the inaugural Indianapolis 500 was held in 1911.

Located minutes from the Indianapolis International Airport and downtown, the Speedway hosts the world's most watched auto race, the Indianapolis 500. The race is televised in 212 countries and reaches nearly 300 million households. Your visit to the track and the variety of activities in Indiana's capital city promise to make your journey to Indianapolis a memorable one.

### Address:

Indianapolis Motor Speedway  
4790 West 16th Street  
Indianapolis, IN 46222  
(317) 481-8500  
[www.indianapolismotorspeedway.com](http://www.indianapolismotorspeedway.com)  
Directions: [www.invest-ind.com](http://www.invest-ind.com)

## CONFERENCE HOTEL

The Conrad Indianapolis  
50 West Washington Street  
Indianapolis, IN 46204

The Conrad Indianapolis has been chosen as INVESTIndiana's official conference hotel. Located at one of the city's most prominent intersections, the centrally located Conrad is a downtown fixture, only steps from the Artsgarden, Circle Centre and other attractions. The 23-story tower boasts 243 guest rooms, 10,000 square feet of meeting space and 15 private residences.

**Call for special rates for the INVESTIndiana event. For reservations or information: 317.713.5000.**



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Detailed information about our sponsors is available at [www.invest-ind.com](http://www.invest-ind.com).

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Indianapolis Chapter, [www.financialexecutives.org](http://www.financialexecutives.org)

**Mozaic Investor Relations, Inc.**,  
[terrym@mozaicir.com](mailto:terrym@mozaicir.com)

## ABOUT THE CONFERENCE ORGANIZER

INVESTIndiana is guided by a steering committee consisting of company officers, investor relations professionals, and other business leaders. It was formed specifically to facilitate this equity investment conference and bring together senior management of select Indiana public companies with regional and national members of the financial community.

For more information about attendance or participation, visit [www.invest-ind.com](http://www.invest-ind.com) or contact the following:

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