



**FOR IMMEDIATE RELEASE**

**NICOLET BANKSHARES, INC. COMPLETES MERGER WITH MID-WISCONSIN FINANCIAL SERVICES, INC.**

- *Nicolet Bankshares, Inc. becomes publicly traded*
- *Nicolet Bankshares, Inc. adds two directors to board*

**Green Bay, Wisconsin, April 29, 2013** – Nicolet Bankshares, Inc. (OTCBB: NCBS) announced today that it consummated its merger with Mid-Wisconsin Financial Services, Inc. (Mid-Wisconsin) effective on Friday, April 26, 2013, in a predominantly stock-for-stock transaction. The transaction is the largest in the thirteen-year history of Nicolet Bankshares, Inc. (Nicolet).

In addition, Nicolet's common stock is now quoted on the Over the Counter Bulletin Board under the trading symbol "NCBS".

Nicolet is proud to announce the additions of Dr. Kim Gowey and Chris Ghidorzi, former Mid-Wisconsin board members, to its board of directors effective as of the closing of the merger. Dr. Gowey is the owner of Cosmetic & Implant Dentistry of Wisconsin and resides in the Medford, WI area. Mr. Ghidorzi is a director with Ghidorzi Companies and resides in the Wausau, WI area.

The expanded company now employs approximately 325 employees, with pro-forma assets of approximately \$1.1 billion as of close of business on April 26, 2013. All former Mid-Wisconsin branches reopened this morning as Nicolet National Bank locations, doubling the bank's footprint to twenty two branch locations serving Northeast and Central Wisconsin and the upper peninsula of Michigan.

"We are excited to welcome our new employees, customers and shareholders to Nicolet," said Bob Atwell, chairman and CEO of Nicolet. "We have worked hard to make the conversion smooth for our customers. Now, it is time to do what we do best – focus our attention on serving the needs of our customers and communities."

**About Nicolet Bankshares, Inc.**

Nicolet Bankshares, Inc. is the bank holding company of Nicolet National Bank, a growing, full-service, community bank providing services from commercial and consumer banking to wealth management and retirement plan services. Founded in Green Bay in 2000, Nicolet National Bank operates branches in Northeast and Central Wisconsin. More information can be found at [www.nicoletbank.com](http://www.nicoletbank.com)

**Forward-Looking Statements**

*This news release contains forward-looking statements within the meaning of the federal securities law. Statements in this release that are not strictly historical are forward-looking and based upon current expectations that may differ materially from actual results. These forward-looking statements, identified by words such as "will", "expected", "believe" and "prospects", involve risks and uncertainties that could cause actual results to differ materially from those anticipated by the statement made herein. These*

*risks and uncertainties involve general economic trends and changes in interest rates, increased competition, changes in consumer demand for financial services, the possibility of unforeseen events affecting the industry generally, the uncertainties associated with newly developed or acquired operations and market disruptions. Nicolet Bankshares, Inc. undertakes no obligation to release revisions to these forward-looking statements publically to reflect events or circumstances after the date hereof or to reflect the occurrence of unforeseen events, except as required to be reported under the rules and regulations of the Securities and Exchange Commission.*