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Heritage Bank Donates \$25,000 to JFK University's Institute for Entrepreneurial Leadership

San Jose, Calif. (July, 22, 2011) – Heritage Commerce Corp. (Nasdaq: HTBK), parent company of Heritage Bank of Commerce, announced today that they will be donating \$25,000 to the newly created Institute for Entrepreneurial Leadership (IEL) at John F. Kennedy University.

The Institute offers students the opportunity to pursue a Certificate Program in Entrepreneurship aimed at providing entrepreneurs with a practical, hands-on education to build their dream business through targeted instruction, discussions, one-on-one mentoring, access to accredited investors, advisors and strategic partnerships. The University also offers a Master in Business Administration with a specialization in Entrepreneurial Leadership.

“As a community business bank, we are always looking to partner with and support organizations that encourage local economic growth and development,” states Bill Del Biaggio, Founding Chairman & Executive Vice President of Heritage Bank. “The IEL is one of the most comprehensive entrepreneurial growth programs available today. Because the IEL provides on-going support, mentorship and resources to students, they are able to avoid many of the early pitfalls new business owners face. We are looking forward to working with JFK University on creating new programs and business practices that support sustained economic growth in Contra Costa County.”

“One of the main goals of our program is to help take away the fear and inertia that often exists when people think about starting a business,” stated Dr. Raul Deju, Director of IEL. “By providing the necessary training, mentoring and high-level connections we are able to help our students supplement the areas where they might not be as strong and give them the confidence they need to be successful. We are very grateful for Heritage’s financial support in continuing this goal and look forward to working with them on creating a series of educational entrepreneurship and business workshops.”

About Heritage Commerce Corp.

Heritage Commerce Corp, a bank holding company established in February 1998, is the parent company of Heritage Bank of Commerce, which was established in 1994 and is headquartered in San Jose with full-service branches in Danville, Fremont, Gilroy, Los Altos, Los Gatos, Morgan Hill, Mountain View, Pleasanton, and Walnut Creek. Heritage Bank of Commerce is an SBA Preferred Lender with an additional Loan Production Office in Santa Rosa, California. For more information, please visit www.heritagecommercecorp.com.