PRESS RELEASE

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Laura Roden Joins Heritage Commerce Corp Board of Directors

SAN JOSE, Calif., Aug. 5, 2011 (GLOBE NEWSWIRE) -- Heritage Commerce Corp(Nasdaq:HTBK), parent company of Heritage Bank of Commerce, announced today that Laura Roden has joined its Board of Directors and the Board of Directors of the Bank, effective July 28, 2011. Heritage Commerce now has eleven outside directors serving on its board, and Ms. Roden will qualify as an "independent director" under the listing standards of the NASDAQ Stock Market. Ms. Roden was also appointed to the Board of Directors' Audit Committee and Finance and Investment Committee.

Ms. Roden is the founder and managing director of VC Privé, LLC, a boutique investment bank for alternative asset funds, headquartered in Redwood City, California, and an affiliate of Viant Capital, LLC, a member of FINRA. Prior to founding VC Privé, Ms. Roden was the managing director of The Angels' Forum (TAF), Palo Alto, California, an early stage angel and venture capital investment group for high net-worth individuals and corporate early stage investors. Ms. Roden's former executive positions include time spent as chief financial officer at both established and emerging corporations, most notably Chronicle Broadcasting Company in San Francisco, California, and Power TV, Inc., which was acquired by Cisco Corporation, San Jose, California.

"We are honored and delighted to welcome Ms. Roden to the Heritage Board," said Jack Conner, Chairman of the Board. "Her high energy leadership abilities and proven expertise in general management, finance and marketing will be of great value to our institution as we continue to position ourselves for future success."

Ms. Roden has received wide recognition in her field and was nominated as one of the "most influential women in Silicon Valley" by the San Jose Business Journal. She has taught several courses on finance at San Jose State University (SJSU) and is a frequent guest speaker for investment groups and associations. After receiving her undergraduate degree from Harvard/Radcliffe, Ms. Roden earned her MBA from Harvard Business School, where she was elected by the faculty to the Century Club.

Heritage Commerce Corp, a bank holding company established in February 1998, is the parent company of Heritage Bank of Commerce, established in 1994 and headquartered in San Jose with full-service branches in Los Gatos, Fremont, Danville, Pleasanton, Walnut Creek, Morgan Hill, Gilroy, Mountain View, and Los Altos. 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.