PRESS RELEASE

HERITAGE
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Brian Kehoe Joins Heritage Bank of Commerce as Senior Vice President in the Pleasanton Office

San Jose, Calif. (December 4, 2013) – Heritage Bank of Commerce, the operating subsidiary of Heritage Commerce Corp (NASDAQ:HTBK), today announced that Brian Kehoe has joined the Bank as Senior Vice President and Relationship Manager at its Pleasanton office. As a Senior Vice President and Relationship Manager, Kehoe will be responsible for managing a portfolio of customers and developing new business opportunities for the bank. He was previously employed by the Bank from 1997 through 2004 as a Senior Vice President.

"We are excited to welcome Brian back to our team and are extremely confident in his ability to develop high quality business banking relationships in the East Bay community," stated Walt Kaczmarek, President and CEO. "Brian brings more than 25 years of banking experience in the San Francisco Bay Area, and has developed a strong reputation as a high quality business banker in the market."

Prior to re-joining the team at Heritage, Brian served as Senior Vice President, Regional Manager at Tri-Valley Bank in Livermore, where his responsibilities included building and maintaining business banking relationships for the Tri-Valley Region of the East Bay, and managing Business Development and Lending staff members.

Kehoe is a graduate of San Jose State University School of Business with a concentration in Finance and a minor in Economics.

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 Danville, Fremont, Gilroy, Los Altos, Los Gatos, Morgan Hill, Pleasanton, Sunnyvale and Walnut Creek. Heritage Bank of Commerce is an SBA Preferred Lender with an additional Loan Production Office in Lincoln, California. For more information, please visit www.HeritageCommerceCorp.com.