



789 N. Water Street, • Milwaukee, WI 53202

Heartland Advisors Hires Kevin A. Joy as Vice President of Institutional Sales Firm to gain traction through increased sales efforts

For immediate release

Milwaukee—August 5, 2010—[Heartland Advisors, Inc.](#) has appointed [Kevin A. Joy](#) as Vice President of Institutional Sales. He is responsible for developing business with institutional investors and consultants through Heartland's separately managed accounts and mutual funds.

"I joined Heartland because of its long track record working with institutional clients," Kevin said. "Its differentiating factors—consistent application of investment process, long tenure of portfolio managers and outstanding service—are critical to the needs of these professionals."

Kevin brings significant expertise to Heartland, having spent a decade at Goldman, Sachs & Co. in the investment management division where his focus was on financial intermediaries and high net worth clients. He received degrees in mechanical and biomedical engineering from the Carnegie Institute of Technology at Carnegie Mellon University in Pittsburgh and an MBA in Finance from the Olin School of Business in St. Louis.

Kevin's hire follows a recent surge in inquiries and sales activity at Heartland, resulting in net positive sales during a volatile year in the market.

"This upward trend ran counter to ICI data, which showed U.S. stock funds had outflows in May and June," said [Dave Ribbens](#), Senior Vice President and Head of Distribution. "I am confident Kevin will build on the momentum we have established."

About Heartland

Heartland Advisors, Inc. is an independently owned Milwaukee-based firm established in 1983 and renowned as America's Value Investor®. As of June 30, 2010, the firm managed approximately \$3.5 billion for institutional and high net worth clients and the Heartland family of value-driven mutual funds, which include the Heartland Value Fund (Investor: HRTVX), Heartland Value Plus Fund (Investor: HRVIX) and Heartland Select Value Fund (Investor: HRSVX). Learn more at www.heartlandfunds.com.

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An investor should consider the Funds' investment objectives, risks, and charges and expenses carefully before investing or sending money. This and other important information can be found in the Funds' prospectus. To obtain a prospectus, please call 1-800-432-7856 or download a copy from our website. Please read the prospectus carefully before investing.

Investing involves risk including potential loss of principal. The above individuals are registered representatives of ALPS Distributors, Inc. The Heartland Funds are distributed by ALPS Distributors, Inc.