

BancorpSouth's Lindsey Named One of Banking's Most Innovative CIOs

Tupelo bank nurtures ground-breaking ideas, leads way in mobile banking

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TUPELO, Miss.

Tupelo, Miss.-based BancorpSouth announced today Senior Vice President and Manager of Electronic Delivery Services Michael Lindsey was named one of banking's "Most Innovative CIOs of 2007" by Bank Systems & Technology for leading BancorpSouth's pioneering entry into mobile financial services this year.

Under Lindsey's leadership BancorpSouth became the first U.S. financial institution to go live with mobile banking and payments using a Mobile Consumer Wallet solution designed by Atlanta-based Firethorn Holdings (www.firethornmobile.com).

"The Bank Systems & Technology editorial staff takes the 'Most Innovative CIOs' award very seriously," said BS&T Editorial Director Kathy Burger. "In addition to balancing the objective and subjective criteria, ultimately what matters about innovation is, does it help the bank become a more successful competitor? The achievements of the six executives we've named as 'Banking's Most Innovative CIOs 2007' are proof that IT makes the difference at successful financial institutions."

Lindsey will be recognized, along with the other winners, at Bank Systems & Technology's Executive Summit, "Banking 2.0: The New Generation of Competition," September 23-26, 2007 at The Royal Palms Resort & Spa in Phoenix, Arizona.

"I am honored to be recognized as one of the 'Most Innovative CIOs' by Bank Systems & Technology," said Lindsey. "BancorpSouth has always been focused on bringing our customers the very best, industry-leading services and I look forward to what the future of technology holds for us and our customers."

"We are very proud of Michael's inclusion on the innovative CIOs list," said BancorpSouth Chairman and CEO Aubrey Patterson. "His original, forward-thinking approach to banking technology is truly an asset to our institution."

Lindsey has been with BancorpSouth for nearly two decades and has previously overseen BancorpSouth's branch automation development and rollout of the bank's branch network for tellers, deposits and loans. Additionally, he oversaw the debit card program at BancorpSouth, which has grown over 20 percent annually.

About BancorpSouth

Headquartered in Tupelo, Mississippi, BancorpSouth, Inc., is a \$13.2 billion financial holding company

that operates 290 commercial banking, mortgage, insurance, trust and broker/dealer locations in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, Tennessee and Texas with a staff of approximately 4,000 full-time employees. BancorpSouth and its subsidiaries provide, in addition to traditional banking services, mortgage origination and servicing, student loans, leasing, credit card, trust and fiduciary services, brokerage, investment and insurance services.

About Firethorn

Firethorn is the mobile banking and payments enabler that delivers the only true mobile consumer wallet solution supported by the nation's leading financial institutions and wireless carriers. The Firethorn solution is a single, secure, carrier-certified application, embedded on wireless handsets, which allows users to view account balances and history, transfer funds and receive and pay bills. Firethorn enables financial institutions to deliver branded services to consumers via the mobile device, wireless carriers to deliver consumer-convenient, mass-market applications to subscribers, and mobile device users to access and add multiple financial relationships with one password. Firethorn network partners improve customer retention, generate revenue and enhance brand equity. Firethorn is among IDC Research's "Emerging Mobile Players to Watch" and one of Georgia's Most Innovative Technology Companies. For more information on Firethorn, visit www.firethornmobile.com or call 678.507.2500.

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