

BancorpSouth to Establish Mississippi State University and The University of Southern Mississippi Affinity Checking Accounts and Debit Cards

PRNewswire
TUPELO, Miss.

BancorpSouth, the largest bank headquartered in Mississippi with \$13.4 billion in assets, has announced plans for the establishment of Mississippi State University (<http://www.msstate.edu/>) and The University of Southern Mississippi (<http://www.usm.edu/>) branded checking accounts and debit cards.

Affinity checking accounts and debit cards are popular across the country due in part to collegiate fans and alums wishing to display their favorite team's logo on clothing, automobiles and other merchandise. The use of traditional checks remains a popular and widely used payment mechanism, and debit card usage continues to grow dramatically for point-of-sale and ATM transactions.

"BancorpSouth's support of colleges and universities, including participation in a range of athletic sponsorship opportunities, is one of the wisest investments we make, providing a foundation for growth and viability in the communities and states where we operate," said Jim Kelley, BancorpSouth President and Chief Operating Officer.

Michael Lindsey, Senior Vice President and head of Retail Banking said "Our association with the states' college and university athletic programs offers added-value visibility for our BancorpSouth brand and advertising cost effectiveness, two enviable marketing goals."

Complete details of the arrangements are being finalized, with start dates anticipated during the fourth quarter of this year.

BancorpSouth, Inc. is a \$13.4 billion-asset financial holding company. The company operates approximately 314 banking and insurance locations in Alabama, Arkansas, Florida, Illinois, Louisiana, Mississippi, Missouri, Tennessee and Texas. In addition to providing traditional banking services, credit cards, mortgages, trust and fiduciary services, the company provides investment services through its subsidiary BancorpSouth Investment Services, Inc. and insurance services through its subsidiary BancorpSouth Insurance Services, Inc. BancorpSouth's common stock is traded on the New York Stock Exchange under the symbol BXS.

First Call Analyst:

FCMN Contact:

SOURCE: BancorpSouth, Inc.

CONTACT: Randy Burchfield, Corporate Marketing, +1-662-620-4920

Web Site: <http://www.bancorpsouth.com/>

BancorpSouth Bank

201 S. Spring St., Tupelo, MS 38804 | (662) 680-2000

<https://ir.cadencebank.com/news?item=194>