

BancorpSouth Providing Mobile Banking App for iPhone

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Officials at BancorpSouth, Inc. , a \$13.2 billion-asset financial holding company, have announced the release of its own branded BancorpSouth Mobile Banking app for both the iPhone™ and iPod touch™ . With this new Mobile Banking app for both iPhone and iPod touch, customers can pay bills, view account balances, make transfers and more. BancorpSouth's mobile banking screen offers access, convenience and security.

Michael Lindsey, BancorpSouth Senior Vice President and head of Retail Banking, said, "As with previously released mobile banking versions that are available for a wide variety of mobile phones and carriers, BancorpSouth provides clients with a simple way to access account information any time of the day or night, seven days a week."

This free service offers several benefits such as:

- A "Consumer Wallet," which consolidates BancorpSouth services into a single application.
- Bill Pay integration, which allows customers to pay bills while they are away.
- Security for the Secure Sockets Layer (SSL) protocol to ensure transactions are encrypted and protected.
- Subscriber-only PIN to unlock the mobile device.

To download the new Mobile Banking App for an iPhone or iPod touch, all a customer needs to do is search for "BancorpSouth" on the App Store and

download this free app. Using the familiar BancorpSouth Gumtree logo as the App button, the Bank also uses the label "BXS Bank" underneath the button. BXS is the symbol used for BancorpSouth on the New York Stock Exchange. For more information, go to www.bancorpsouth.com and click on the iPhone banner.

Lindsey added, "This new service targets many of the bank's existing clients. It is another example of BancorpSouth's commitment to providing high-quality services through leading-edge technology. Our goal is to continue to offer our clients what they need in a format that is right for them."

BancorpSouth, Inc. is a \$13.2 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.

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