

BancorpSouth Investment Services Announces Strategic Agreement To Provide Asset Management Services

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BancorpSouth Investment Services, Inc., BancorpSouth's broker dealer subsidiary and Registered Investment Advisor, today announced the association with Boston-based FundQuest Incorporated, a nationally recognized provider and leader in design, management and servicing Web-based investment advisory programs for financial intermediaries. The relationship provides BancorpSouth Investment Services a fee-based alternative for providing investment management services. To be called the "BancorpSouth Advisory Program," it is a customized program that is a comprehensive risk-based portfolio selection and management tool developed based on the specific needs of BancorpSouth and its clients.

A collaborative effort between BancorpSouth Investment Services and FundQuest, Alan Leach, President of BancorpSouth Investment Services, was pleased with the team effort. "It gives us the ability to assist clients in building a plan to achieve their long-term goals," he said. "Now we have the option available for clients who prefer a fee-based management account over a traditional commission-based account."

The Program allows BancorpSouth Investment Services investment professionals to personalize investment strategy and asset allocation proposal. "We are very excited about the introduction of The BancorpSouth Advisory Program which will be a key tool in aligning their clients' specific interests with available investment opportunities," said FundQuest President Robert Del Col. "The program supplies investment professionals with an array of tools, information and resources that provide investors with a more complete understanding of their personalized portfolios' performance, including information on the importance of long-term investing, asset allocation and diversification." The program has the capability to allow clients on-line access to their account information.

BancorpSouth, Inc. is a \$5.8 billion financial services company with 167 locations in Alabama, Mississippi and Tennessee. In April of this year, BancorpSouth announced their planned merger with First United Bancshares of El Dorado, Arkansas, a \$2.8 billion financial services company with 69 locations in Arkansas, Louisiana and Texas.

SOURCE: BancorpSouth, Inc.

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