

BancorpSouth First Bank to Now Offer Mobile Banking Live with AT&T Mobility

Announces System wide Customer Access to Mobile Banking Service

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TUPELO, Miss.

Officials of Tupelo, Mississippi based BancorpSouth, Inc. announced that its banking customers who subscribe to the AT&T Mobility wireless service can now download the mobile banking application directly to their device, where they can access the application anywhere and at any time.

The easy-to-use service offers BancorpSouth customers the opportunity to view their account balances, transfer funds between accounts, and receive and pay bills, just as they do now using their home computer. To help ensure privacy and security, all information on the mobile banking application is password-protected and encrypted.

"BancorpSouth was an early adopter of Internet Banking in the mid '90s," said Aubrey Patterson, Chairman and CEO of BancorpSouth. "Our early mover strategy has resulted in BancorpSouth having almost 40% of its households as Internet Banking customers. We believe Mobile Banking is a channel of the future and have positioned ourselves to now offer it to our customers."

BancorpSouth was the first bank in the country to conduct a mobile banking trial. "There has been a lot of discussion in the media recently about mobile banking," said Michael Lindsey, BancorpSouth Senior Vice President. "We think it was valuable to deliver actual real world results to the wireless industry through our mobile banking trial, data which supports BancorpSouth's decision to now go live with our mobile banking service."

"BancorpSouth has a history of investing in emerging technology to better serve our customers," Patterson said. "We are proud of our position on being the first and only bank live. It shows that an emerging regional bank can be a leader in innovative products to better serve our customers."

BancorpSouth, Inc. is a financial holding company headquartered in Tupelo, Mississippi with approximately \$12.9 billion in assets. BancorpSouth Bank, a wholly-owned subsidiary of BancorpSouth, Inc., operates 289 commercial banking, mortgage, insurance, trust and broker/dealer locations in Alabama, Arkansas, Florida, Louisiana, Mississippi, Tennessee and Texas with a staff of approximately 4,300 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.

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