



Renasant to Expand Presence in Golden Triangle

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TUPELO, Miss., Sept. 8 /PRNewswire/ -- Renasant Bank (Nasdaq: RNST) today announced its intention to enter the Columbus-Lowndes County, MS market during the fourth quarter of 2010. With its soon-to-be open location at 905 Main Street, Renasant will bring its *Greater Service* banking culture into the heart of Columbus.

"Being a company with over 105-years of experience in conservative and sound banking practices, we are excited to bring Columbus-Lowndes County our first class service that is the foundation for our success," said Renasant Chairman and Chief Executive Officer, E. Robinson McGraw. "We look forward to providing all the products of a large regional bank combined with the personal service of your hometown community bank."

Along with Renasant's traditional retail banking activities, its Columbus Main Street location will feature consumer, mortgage and commercial loans, treasury management solutions, and financial services representatives through onsite appointment.

"We believe good things are happening in the Golden Triangle and adding a Columbus location to partner with our two locations in West Point and our ATM in Starkville will help us to fill in our footprint in this market," stated Scott Cochran, Renasant Mississippi Division President. "The availability of the Main Street location gave us a tremendous opportunity to access this market and the recent disruptions in the banking industry are allowing us to acquire top tier banking talent to help us obtain market share and quickly build a strong presence."

Further pacing Renasant into the Columbus-Lowndes County market, Bill West has joined the Renasant team as Division President for Lowndes County. West brings over 35 years of experience in banking, lending, real estate and business.

"Renasant is a dynamic bank and I'm excited to be a part of its leadership team," said West. "Through my knowledge of the Golden Triangle markets coupled with the expansive financial service products of Renasant and its *Greater Service* banking culture, we will provide our clients with a banking experience that is second to none. As we open our location soon, we will hit the ground running as an active part of the community."

Renasant anticipates 7 new jobs will be created with the opening of its entry into Columbus-Lowndes County. This will be Renasant's third major opening during 2010, as Renasant opened its second New Albany, MS location and its ninth Birmingham, AL location earlier this year. This new location will give Renasant a total of 48 banking, mortgage and insurance offices in Mississippi. In addition, Renasant recently participated in a FDIC assisted transaction to acquire 11 banking locations in North Georgia. Renasant Corporation is the parent of Renasant Bank and Renasant Insurance, Inc., has assets of approximately \$4.6 billion and operates over 75 banking, mortgage, financial services and insurance offices in Mississippi, Tennessee, Alabama and Georgia as of July 23, 2010.

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