



Renasant Engages Local Consumers Through Branded, Event-driven Social Media Platform Www.getaroundms.com

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TUPELO, Miss., Oct. 6, 2011 /PRNewswire/ -- Renasant Bank (NASDAQ: RNST) today announced its official launch of the new social media site www.getaroundms.com. The site showcases local and regional events throughout Renasant's North Mississippi markets. Enhancing its reputation as a strong community partner, Renasant sends photographers to document various events throughout the region and then posts the photos onto www.getaroundms.com. Event photos can then be Tweeted, Facebooked, emailed, and sent out via most any form of social media distribution. The photos are free to the public and each one is watermarked with a Renasant logo for brand recognition as it travels around different social media channels.

"While social media sites have been in use for a while, we decided to bring our social media marketing down to the local grassroots level and showcase local people and events," said Renasant Director of External Affairs, John Oxford. "From children's soccer game nights to high school football and local art events, Renasant's www.getaroundms.com is covering local events and further endearing our *Greater Service* brand into the fabric of our local communities." To make this new social media platform have an even greater local presence, there are specific sub-sites for Renasant's major North Mississippi regions which are: www.getaroundnorthms.com, www.getaroundgoldentriangle.com, www.getaroundoxford.com and www.getarounddesoto.com. All of these sites were made possible by a partnership with local event social media pioneers uHaps Media.

"The primary goal of this program is to 'embed' the Renasant brand & services into the existing social lives & activities of local consumers," said uHaps Media Chief Marketing Officer and Founder Stepfan Jefferies. "Brands, local in particular, can no longer "hope" that consumers find their messages. Instead they must work to "take their message" to the target consumer. In addition, by creating branded, relevant content featuring the consumers themselves, a perpetual, social engagement relationship can be established between Renasant and its target consumer demographic."

The site www.getaroundms.com is another addition to Renasant's presence in the social media market as Renasant was recently ranked by thefinancialbrand.com as the #166 bank out of all U.S. banks on Twitter. Twitter users can follow Renasant at <http://twitter.com/renasant> or @renasant and Facebook users can follow the bank as Fans of Renasant.

Twitter followers of Renasant will receive timely "tweets" about economic information, current happenings in Renasant's markets, information such as press releases, employee happenings, bank performance and financial reports -- as well as other conversational communication.

Renasant Bank, Renasant Insurance, and Renasant Corporation:

Renasant Corporation, a 107-year-old financial institution headquartered in Tupelo, MS, is the parent of Renasant Bank and Renasant Insurance, and operates over 75 banking and insurance offices within Mississippi, Tennessee, Alabama and Georgia. The company has assets of approximately \$4.3 billion.

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uHAPS Media:

Based in Lexington, KY, uHAPS Media specializes exclusively on marketing to and interacting with the elusive, Modern Consumer across the United States. uHAPS combines Creative On & Off Premise Event Strategies, Locally-Targeted Internet Media Platforms, Social Media Marketing Programs and Text/Mobile Tools to combat the resistance by this rapidly-evolving customer base to traditional marketing channels. As consumers' media consumption habits decentralize and migrate further away from standard TV, Radio, Outdoor platforms, uHAPS keeps your brands in front of them, wherever new technology & media make take them.

uHAPS was launched in 2008 and now works with over 95 Anheuser-Busch Wholesalers and corporate Field Agents across the United States. In addition to its work in the Beverage Vertical, uHAPS also works with companies including NBC Universal, Ford, Smoothie King, Fantastic Sam's, Rainforest Beverage and numerous Auto Dealerships across the country.

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