



## Renasant Introduces Understanding Youth Initiative

September 29, 2015

TUPELO, Miss., Sept. 29, 2015 /PRNewswire/ -- Renasant Corporation (NASDAQ: RNST) (the "Company") announced today that during October, the Company is launching a financial mentoring initiative, entitled Understanding Youth, with high schools throughout its markets. The program, specifically developed to educate 10<sup>th</sup> and 11<sup>th</sup> graders on the importance of personal money management, will equip them with skills from real world lessons to help them make wise financial decisions.



"Planting the seeds for making smart financial decisions in life must begin early. Our Understanding Youth initiative looks to educate today's students and build a foundation upon which they can use to make wise choices in all future money-related situations," said Renasant Small Business and Community Development Director, Tracey Morant Adams. "At Renasant, we are focused on meeting the banking needs of each community we serve, and through our Understanding Youth initiative, meeting the needs of our future clients as well."

Through the Understanding Youth initiative, participants will gain a greater understanding of financial management, saving for the future, maintaining good credit and building banking relationships. Renasant proudly engages in outreach initiatives to build stronger communities and address the banking needs of its clients, to meet home ownership desires and facilitate small business development.

For more information regarding the Understanding Youth initiative and how your school can participate, please contact Tracey Morant Adams for Alabama and Tennessee at (205) 327-4308 or [tadams@renasant.com](mailto:tadams@renasant.com); Pamela Hadley for Mississippi at (662) 680-1106 or [pamh@renasant.com](mailto:pamh@renasant.com); or Evelyn Ross for Georgia and Florida at (229) 878-2058 or [evelyn.ross@renasant.com](mailto:evelyn.ross@renasant.com).

**ABOUT RENASANT CORPORATION:** Renasant Corporation is the holding company for Renasant Bank, a 111-year-old financial services institution. Renasant has assets of approximately \$7.8 billion and operates more than 170 banking, mortgage, financial services and insurance offices in Mississippi, Tennessee, Alabama, Georgia and Florida.

**NOTE TO INVESTORS:** This news release may contain, or incorporate by reference, statements which may constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward looking statements usually include words such as "expects," "projects," "anticipates," "believes," "intends," "estimates," "strategy," "plan," "potential," "possible" and other similar expressions.

Prospective investors are cautioned that any such forward-looking statements are not guarantees for future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-looking statements include significant fluctuations in interest rates, inflation, economic recession, significant changes in the federal and state legal and regulatory environment, significant underperformance in our portfolio of outstanding loans, and competition in our markets. We undertake no obligation to update or revise forward-

looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time.

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