

SECURITIES AND EXCHANGE COMMISSION  
Washington, D. C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15 (d) of the Securities Exchange Act of 1934

July 1, 2004

---

Date of Report (Date of Earliest Event Reported)

**THE PEOPLES HOLDING COMPANY**

---

(Exact Name of Registrant as Specified in its Charter)

Mississippi

1-13253

64-0676974

---

(State or Other Jurisdiction of  
Incorporation)

---

(Commission File Number)

---

(I.R.S. Employer Identification  
Number)

209 Troy Street, Tupelo, Mississippi 38802-0709

---

(Address of Principal Executive Offices)(Zip Code)

Registrant's Telephone Number: (662)680-1001

---

ITEM 7: FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

(c) The following exhibit is filed herewith:

2.1 Agreement and Plan of Merger, dated as of February 17, 2004 and related Plan of Merger among Renasant Bancshares, Inc., The Peoples Holding Company and Peoples Merger Corporation, a wholly owned subsidiary of Peoples (filed as Annex A-1 to the Company's Registration Statement on Form S-4 filed on April 8, 2004 and incorporated herein by reference, Commission File No. 333-114309.

99.1 Press Release, dated July 1, 2004, issued by The Peoples Holding Company.

ITEM 9: REGULATION FD DISCLOSURE.

On July 1, 2004, The Peoples Holding Company issued a press release announcing the completion of its merger with Renasant Bancshares, Inc. of Germantown, Tennessee. The press release is furnished as Exhibit 99.1 to this Form 8-K.

---

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE PEOPLES HOLDING COMPANY

Registrant

/s/ E. Robinson McGraw

DATE: July 1, 2004

E. Robinson McGraw

President & Chief Executive Officer

EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION
99.1	Press Release, dated July 1, 2004, issued by The Peoples Holding Company.

# The Peoples Holding Company

Contact: Jim Gray  
Executive Vice President  
(662) 680-1217  
jimg@thepeopleplace.com

Stuart Johnson  
Executive Vice President & CFO  
(662) 680-1472  
stuartj@thepeopleplace.com

(662) 680-1472

Date:

July 1, 2004

## The Peoples Holding Company Completes Acquisition of Renasant Bancshares, Inc. of Germantown, Tennessee

TUPELO, Miss., July 1, 2004 – **The Peoples Holding Company (AMEX: PHC)** announced today the completion of its acquisition of Renasant Bancshares, the parent company of \$225 million Renasant Bank headquartered in the affluent east Memphis suburb of Germantown, Tennessee. Renasant operates two banking offices in Germantown and Cordova and a loan production office in Hernando, Mississippi.

"We are excited about this partnership with Renasant. We believe it represents an excellent fit with our franchise and gives us access to the fast growing markets of Memphis," stated E. Robinson McGraw, President and Chief Executive Officer of PHC. "We look forward to the addition of Renasant's board, management and employees to our team and believe we share similar values, cultures and operating philosophies. PHC considers Frank Cianciola as one of the premier bankers in the Memphis market, and we are proud to have him continue to lead Renasant."

"We look forward to this partnership and the enhanced products and services we will be able to offer our clients and prospects in the high growth markets of west Tennessee and north Mississippi," commented Frank J. Cianciola, President and Chief Executive Officer of Renasant.

"In Terms of client service and shareholder value, Renasant and PHC will clearly be stronger operating as one," stated Jack Johnson, Chairman of Renasant's Board of Directors. "Our combined companies will be better positioned to satisfy strong loan demand and our clients' need for insurance and wealth management services."

Renasant Bank will maintain its name and charter, and will operate as an indirect subsidiary of PHC. The management and board of Renasant Bank will remain in effect. Additionally, Johnson and Cianciola will be added to the PHC board.

### About The Peoples Holding Company:

The Peoples Holding Company is the parent of The Peoples Bank & Trust Company, Mississippi's fourth largest commercial bank headquartered in the state, The Peoples Insurance Agency, Inc. and Renasant Bank of Germantown, Tennessee. PHC has assets of approximately \$1.7 billion and operates 48 community bank, insurance and financial services offices in 29 cities in Mississippi and Tennessee. Visit the company's website at [www.phcfc.com](http://www.phcfc.com) for additional information.