

Money Magazine Selects Simmons as Best Bank in Missouri - October 25, 2017

SPRINGFIELD, MO — Simmons Bank has been selected as Money's Best Bank in Missouri. Money's list of state winners focused on banks with no (or easily waived) monthly fees and low or no ATM fees, while also reflecting customers' needs for both digital banking capabilities and access to physical banking locations.

"The needs of our customers come first and foremost," said Gary Metzger, Missouri regional chairman of Simmons Bank. "Simmons is focused on offering easy and affordable banking and being the most trusted choice for financial services."

Money evaluated the largest 90 brick-and-mortar banks, 50 credit unions and 15 online banks, as identified by bank consultancy firm Novantas. Bankrate.com, Money's project partner, collected data on fees, interest rates and account requirements for checking and savings accounts. Using Bankrate's data, Money compared more than 800 accounts and 18,000 data points.

Money is a magazine that is published by Time Inc. For more information about Money, visit www.time.com/money, and for the full article, visit <http://ti.me/2l9YeAi>.

About Simmons Bank

Simmons Bank is an Arkansas state-chartered bank that began as a community bank in 1903. Through the decades, Simmons has developed a full suite of financial products and services designed to meet the needs of individual consumers and business customers alike. Simmons has grown steadily to approximately \$9.1 billion in assets with 150 branch locations throughout Arkansas, Kansas, Missouri and Tennessee. Simmons is the subsidiary bank for Simmons First National Corporation (NASDAQ: SFNC), a publicly traded bank holding company headquartered in Pine Bluff, Arkansas. For more information, visit <http://www.simmonsbank.com/>.

INFORMATION CONTACT:

CAROLINE P. MAKRIS

Simmons Bank

VP/Manager Marketing & Communications

501.377.7615 (office)

caroline.makris@simmonsbank.com

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