

Simmons Bank Named Title Sponsor of Korn Ferry Tour's Nashville Event - February 11, 2020

NASHVILLE, Tennessee – The PGA TOUR's Korn Ferry Tour, Simmons Bank and TOUR Vision Promotions today announced an eight-year partnership for Simmons Bank to serve as title sponsor of the Tour's event at Nashville Golf & Athletic Club. The newly named Simmons Bank Open for The Snedeker Foundation will return to Brentwood, Tennessee, the week of April 30 – May 3, 2020, with 156 players competing for a \$600,000 purse.

The eight-year agreement (2020–2027) was announced at Topgolf Nashville by representatives from the Korn Ferry Tour, Simmons Bank and TOUR Vision Promotions, as well as 2012 FedExCup Champion and Nashville resident, Brandt Snedeker.

"We are excited to announce this partnership with Simmons Bank as we continue to build on the first four years of Korn Ferry Tour golf here in Nashville," said Korn Ferry Tour President Alex Baldwin. "This is an important market not only for our Tour, but also for the PGA TOUR business. Today's announcement will allow us to invest in this tournament with a tremendous partner as we look to create one of the premier stops on our schedule."

Founded in 1903, Simmons Bank is a Pine Bluff, Arkansas-based community bank and the primary subsidiary of Simmons First National Corporation, with operations in Arkansas, Colorado, Illinois, Kansas, Missouri, Oklahoma, Tennessee and Texas – including 10 banking centers throughout the greater Nashville region.

"This is an exciting opportunity for Simmons Bank," said George Makris, chairman and CEO of Simmons First National Corporation. "With a motto like 'Dreams: Realized,' we are committed to providing the people and the communities we serve with opportunities to achieve their goals. This is what the Korn Ferry Tour is all about – helping players to be more than they ever thought possible. We are honored to partner with the Korn Ferry Tour, and with the Snedeker Foundation, to make a difference here in middle Tennessee. In addition to the new title sponsorship with Simmons Bank, the Snedeker Foundation will remain the tournament's official charitable beneficiary. The Foundation has been a key tournament partner since May of 2017.

"Our goal at the Snedeker Foundation is to better the lives and futures of kids across Middle Tennessee, and today's announcement with Simmons Bank will allow us to strengthen those ongoing efforts," said Snedeker. "Golf has a tremendous history of giving back, and through this tournament we'll continue to work tirelessly to ensure we leave a lasting impact in our community."

Since August 2015, the Snedeker Foundation has distributed over \$600,000 in scholarships and donations to various charities in Middle Tennessee. The Foundation supports a variety of efforts on both the social and athletic fronts, including Our Kids, which provides expert medical evaluations and crisis counseling services in response to concerns of child sexual abuse, while also working to increase community awareness, education and training about child maltreatment.

Through the Tennessee Golf Foundation, the Snedeker Foundation annually supports the Sneds Tour, which puts forth a year-round junior golf tour in Tennessee aimed at allowing kids to learn, play and enjoy the game of golf, while also making competition more affordable through lower entry and registration fees.

Simmons Bank concluded the announcement by presenting Our Kids with a \$25,000 check from the Simmons First Foundation in honor of Mandy and Brandt Snedeker.

"We appreciate the personal support of Mandy and Brandt, and we're proud to honor their efforts with this contribution to Our Kids," said Makris.

The Simmons Bank Open for The Snedeker Foundation is managed by TOUR Vision Promotions. TOUR Vision Promotions also operates the Visit Knoxville Open in Knoxville, Tennessee, as well as the Korn Ferry Tour Championship presented by United Leasing & Finance in Evansville, Indiana.

For more information about the Simmons Bank Open for The Snedeker Foundation, including tickets and volunteer opportunities, please visit SimmonsBankOpen.com.

ABOUT SIMMONS BANK

Simmons Bank is an Arkansas state-chartered community banking organization that began 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 and today operates more than 200 branch locations throughout Arkansas, Colorado, Illinois, Kansas, Missouri, Oklahoma, Tennessee and Texas. Simmons is the subsidiary bank for Simmons First National Corporation (NASDAQ: SFNC), a publicly traded bank holding company headquartered in Pine Bluff, Arkansas, with total consolidated assets of \$21.3 billion as of December 31, 2019. For more information, visit www.simmonsbank.com.

ABOUT THE SNEDEKER FOUNDATION

Since August 2015, the Snedeker Foundation has distributed over \$600,000 as scholarships and donations to various charities in Middle Tennessee. The Foundation supports a variety of efforts on both the social and athletic fronts, including Our Kids, which provides expert medical evaluations and crisis counseling services in response to concerns of child sexual abuse, while also working to increase community awareness, education and training about child maltreatment. Through the Tennessee Golf Foundation, the Snedeker Foundation annually supports The Sneds Tour, which puts forth a year-round junior golf tour in Tennessee aimed at allowing kids to learn, play, and enjoy the game of golf, while also making competition more affordable through lower entry and registration fees.

ABOUT THE KORN FERRY TOUR

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops those players who are ready to compete and win on golf's biggest stage. In 2013, the Korn Ferry Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Tour and the season culminating at the Korn Ferry Tour Finals. This season marks the 31st year of competition on the Korn Ferry Tour. Three out of four PGA TOUR members are Korn Ferry Tour alumni. Tour alumni have won more than 500 PGA TOUR titles, including 24 major championships and eight PLAYERS Championships. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, or follow the Tour on social media via Instagram (@KornFerryTour), Twitter (@KornFerryTour) and Facebook (facebook.com/KornFerryTour).

ABOUT KORN FERRY

Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And, we help professionals navigate and advance their careers.

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