Simmons Bank in Negotiations to Acquire Naming Rights to the Field at War Memorial Stadium - October 22, 2021

Little Rock, Ark. – Simmons Bank (Simmons), in partnership with the War Memorial Stadium Commission and the Arkansas Department of Parks, Heritage and Tourism, announced today it is in negotiations to acquire the naming rights to the field at War Memorial Stadium. The stadium was built in 1948 and serves as a tribute to Arkansans who gave their lives in service to their country during World War I and World War II. Upon completion of the agreement, the field at War Memorial Stadium will be renamed Simmons Bank Field.

“Our partnership with the War Memorial Stadium Commission and Arkansas Department of Parks, Heritage and Tourism, provides the opportunity to honor our veterans and provide upgrades to this historic stadium.” said George Makris, Jr. chairman and CEO of Simmons Bank. “It is an honor for Simmons Bank to be a part of War Memorial Stadium’s next chapter.”

Located in the heart of Midtown, War Memorial Stadium is a 54,120 capacity, multi-purpose stadium which hosts notable concerts, events and collegiate and high school football games, including the inaugural matchup between the University of Arkansas (U of A) Razorbacks and the University of Arkansas at Pine Bluff (UAPB) Golden Lions on Oct. 23, 2021. Simmons Bank’s sponsorship will provide the stadium, which has undergone several renovations throughout the years, with additional improvements.

“War Memorial Stadium has a rich history as a sports and entertainment venue that honors our state’s veterans,” said Stacy Hurst, director of Arkansas Department of Parks, Heritage and Tourism. “With the support of Simmons Bank, we will be able to make sure that the stadium remains a state treasure for many years to come.”

For the first time in the universities’ histories, the U of A and UAPB will go head to head in a football match up at War Memorial Stadium. This week, the universities hosted several events leading up to the historic showdown, including fundraisers, community discussions and college and career fairs celebrating a shared vision of diversity, equity and inclusion.

War Memorial Stadium Commission Chair Kevin Crass added, “We have established a strong partnership with Simmons Bank and look forward to enhancing the stadium to continue to provide a world-class venue for the community and our visitors to enjoy.”

Across the footprint, Simmons Bank has provided tremendous community support in honor of United States Veterans. Last fall, Simmons Bank donated $1 million to support the construction of the new Dr. Josetta Wilkins Jefferson County Health Unit and the Sergeant Elga Lee Roberts Jefferson County Veterans Services Office in Pine Bluff. The Veterans Services Office is set to open this fall.

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About Simmons Bank

Simmons Bank is a wholly owned subsidiary of Simmons First National Corporation (NASDAQ: SFNC), a Mid-South based financial holding company with approximately $23.4 billion in assets as of June 30, 2021. Simmons Bank operates 198 branches, including 68 in Arkansas, 48 in Missouri, 33 in Tennessee, 23 in Texas, 20 in Oklahoma and 6 in Kansas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach. Simmons Bank was recently named to *Forbes* magazine’s list of “World’s Best Banks” for the second consecutive year and ranked among the top 30 banks in *Forbes’* list of “America’s Best Banks” for 2021. Additional information about Simmons Bank can be found on our website at simmonsbank.com, by following @Simmons_Bank on Twitter or by visiting our newsroom.

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Stadium-October-22,-2021