

Simmons Names Matt Reddin President of Banking Enterprise - April 5, 2018

PINE BLUFF, Ark. – Simmons Bank announced today that Matt Reddin has been named president of banking enterprise. Reddin previously served as chief lending officer at Simmons.

In this new role, Reddin will oversee the chief lending officer and the chief retail officer. The chief lending officer directs all commercial lending production including small business, healthcare and agriculture lending. The chief retail officer manages the bank's retail branch network and deposit strategy. Reddin will also be responsible for additional areas including treasury management, product development, correspondent banking and mortgage.

"Matt is a well-known and highly respected banking executive who brings many years of experience successfully leading teams in developing and growing customer relationships," said Marty Casteel, Simmons Bank chairman and CEO. "He has a proven track record of effective leadership at Simmons, and this new role will give him a full view of our retail and lending services."

Reddin is a native of Camden, Arkansas, and has a Bachelor of Arts in business administration with an emphasis in management from Ouachita Baptist University. He completed the Southwestern Graduate School of Banking at Southern Methodist University.

Reddin was selected as one of Arkansas Business' 40 Under 40 in 2009 and is a graduate of the Little Rock Regional Chamber of Commerce's Leadership Greater Little Rock program. As an active community leader, Reddin serves on the board of the Arkansas Arts Center and has previously served on the boards of Big Brothers Big Sisters of Central Arkansas and Arkansas Children's Hospital Committee for the Future.

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 is the lead subsidiary bank of 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/>.

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