



For Immediate Release
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**SMI Group of BancorpSouth Insurance Services, Inc.
Purchases Property and Casualty Line of Business**

TUPELO, Miss., January 7, 2010-- BancorpSouth, Inc. (NYSE: BXS) announced today that its Springfield, MO, SMI Group, a division of BancorpSouth Insurance Services, Inc., has purchased a Springfield property and casualty book of business from Regions Insurance. John West and Jackie Roberts have joined the SMI Group and began servicing the book of business effective January 1, 2010.

"We are very pleased to bring John and Jackie into our operation," stated Chris Stack, SMI Group president in Springfield. "I have known John for many years and think highly of his capabilities and professionalism. John and Jackie will be a good fit with our organization and will assist in our continuing efforts of providing broad insurance programs to many industry groups at competitive prices, including risk management services, across the southwest Missouri market area."

"BancorpSouth is excited to have John and Jackie join SMI Group," said James Threadgill, BancorpSouth Vice Chairman, Financial Services. "They will be valuable assets in this highly competitive market. John West has over 20 years experience in the Property and Casualty business while Jackie Roberts has over 30 years."

SMI Group, a division of BancorpSouth Insurance Services, is one of six divisions that operate under BancorpSouth Insurance Services, Inc. and is located in Springfield,

(MORE)

Missouri. BancorpSouth Insurance Services ranked sixth among bank-owned insurance agencies on June 30, 2009 according to Michael White Associates Bank Insurance Fee Income Ratings Report. In addition, BancorpSouth was recently named to the Bank Insurance Market Research Group's (BIMRG) five year bank insurance honor roll for superior bank insurance performance.

BancorpSouth, Inc. is a financial holding company headquartered in Tupelo, Mississippi, with approximately \$13.3 billion in assets. BancorpSouth Bank, a wholly-owned subsidiary of BancorpSouth, Inc., operates approximately 314 commercial banking, mortgage, insurance, trust and broker/dealer locations in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, Tennessee and Texas. BancorpSouth Bank also operates an insurance location in Illinois.

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