



June 24, 2011

Welcome!

I am pleased to announce that The First has been selected to purchase seven Whitney branch locations in South Mississippi and one in Bogalusa, LA. These branches are being divested as required by the Department of Justice in connection with Hancock Holding Company's acquisition of Whitney Holding Company and its subsidiary, Whitney National Bank.

Please accept this letter as the official WELCOME to you from the Directors, Officers, and Employees of The First! We are excited about this opportunity for our bank to expand along the MS Gulf Coast and into neighboring Louisiana. As a valued customer of these branches, we look forward to welcoming you to our community bank family. Our pledge is to continue to provide you with excellent customer service and to make this transition as seamless as possible.

You may continue to bank at your existing locations, but you will soon have access to banking offices over a wider geographic area, as The First currently has branches in Pascagoula, Wiggins, Picayune, Purvis, Laurel, Gulfport, Bay St. Louis, and three Hattiesburg locations.

There will certainly be questions regarding the transition and to that end we will continue to communicate with you and keep you informed of our progress. Enclosed are some of the most frequently asked questions relating to this change in ownership. Information on the acquisition will also be available on our website, www.TheFirstBank.com. For further information, please feel free to contact your local Whitney Branch Manager from the enclosed list.

We are thrilled to make this announcement and look forward to continuing to serve your banking needs. I am confident that you will be pleased with the quality customer service that our local community bank will provide. Again, thank you for your business and the opportunity to serve you!

Sincerely,

M. Ray "Hoppy" Cole Jr.
President & CEO