

For Immediate Release

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FOR MORE INFORMATION

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The First announces new name for the mortgage division - The Mortgage Connection, A Division of The First, A national Banking Association

M. Ray (Hoppy) Cole, Chief Executive Officer and President of The First, A National Banking Association announced today that the bank's mortgage division will now be known as The Mortgage Connection, A Division of The First, A National Banking Association (TMC). The First purchased The Mortgage Connection, formerly a Madison/Brandon, MS company, in 2015 to strengthen the bank's mortgage division and increase shareholder value.

Cole said naming the division The Mortgage Connection and marketing under this brand more clearly defines the goal of the bank. In Cole's words, "Our commitment at The First is to connect customers to the financial services they need to be successful. Whether it's a mortgage, car loan, business loan, or checking account we are always finding ways to make the banking experience easier and more convenient especially in this digital age. Our professional, highly skilled mortgage originators can quickly connect borrowers to just the right mortgage and the home of their dreams."

In Cole's word's, "We will continue to focus and allocate resources to programs that increase home ownership in the markets we serve." A wide range of loans are available through The First - Conventional, FHA, VA, Rural Development, First Time Home Buyer, Refinance, Construction, and Down Payment Assistance.

For more information on our services visit www.TheFirstBank.com or www.TMCHomeLoans.com

The First, A National Banking Association, headquartered in Hattiesburg, Mississippi, was founded in 1996; the First currently has operations in Mississippi, Louisiana, Alabama and Florida. The Company's stock is traded on NASDAQ Global Market under the symbol FBMS. Information is available on the Company's website: www.TheFirstBank.com.

