



SIMMONS FIRST NATIONAL CORPORATION

FOR IMMEDIATE RELEASE:

February 15, 2011

SIMMONS FIRST TO PRESENT AT RAYMOND JAMES 32nd ANNUAL INSTITUTIONAL INVESTORS CONFERENCE

Pine Bluff, AR – Simmons First National Corporation (NASDAQ GS: SFNC) today announced that J. Thomas May, Chairman and Chief Executive Officer, is scheduled to present at the Raymond James 32nd Annual Institutional Investors Conference to be held March 6 – March 9, 2011 in Orlando, Florida.

Simmons First is scheduled to present on Monday, March 7 at 8:15 a.m. Central Time, to be followed by a question and answer session. The presentation slides and audio webcast will be available through Simmons First's web site at www.simmonsfirst.com and will be archived and available for replay for approximately seven days.

Simmons First National Corporation is an eight bank financial holding company with community banks in Pine Bluff, Lake Village, Jonesboro, Rogers, Searcy, Russellville, El Dorado and Hot Springs, Arkansas. Including the recently acquired Kansas locations, the Company's eight banks conduct financial operations from 89 offices, of which 85 are financial centers, in 47 communities in Arkansas, Missouri and Kansas.

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FOR MORE INFORMATION CONTACT:

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