



SIMMONS FIRST NATIONAL CORPORATION

FOR IMMEDIATE RELEASE:

May 27, 2010

SIMMONS FIRST CEO TO RING NASDAQ CLOSING BELL

Pine Bluff, AR – Simmons First National Corporation (NASDAQ GS: SFNC) today announced that J. Thomas May, Chairman and Chief Executive Officer, is scheduled to preside over the closing bell at The NASDAQ Stock Market, Tuesday, June 1, 2010, in New York City.

The occasion celebrates the 25th anniversary of Simmons First being listed on The NASDAQ Stock Market. The ceremony at the NASDAQ MarketSite at Times Square in New York City will be broadcast live beginning at 3:50 p.m. Eastern time via the NASDAQ webcam. The live video feed, including Mr. May's remarks, can be viewed online at <http://www.nasdaq.com/about/marketsitetowervideo.aspx>. Archived event photos and video will also be available online, at http://www.nasdaq.com/marketsite/marketsite_events.stm. The ceremony will also include Simmons First's corporate name and logo displayed prominently on the seven story tall MarketSite Tower at the corner of 43rd Street and Broadway, Times Square, New York.

Simmons First National Corporation is a \$3.2 billion Arkansas based financial holding company with eight community banks in Pine Bluff, Lake Village, Jonesboro, Rogers, Searcy, Russellville, El Dorado and Hot Springs, Arkansas. The Company's eight banks conduct financial operations from 89 offices, of which 85 are financial centers, in 48 communities, including its newly acquired Springfield, Missouri location. The Company's common stock trades on the NASDAQ Global Select Market under the symbol "SFNC".

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