

NEWS RELEASE

For Immediate Release

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First Commercial Bank Changes Name to Story Financial Partners

Jackson, MS (August 4, 2025) – First Commercial Bank changes its name to Story Financial Partners on Monday, August 4, 2025. As the Bank celebrates its 25th anniversary this year as a dedicated financial partner, it is continuing a strong legacy of providing exceptional service to its clients and communities.

“Since our founding in 2000, we’ve consistently delivered service and guidance to our clients and communities and value to our shareholders. We’ve garnered talented associates who know how to effectively deliver our brand promise by having our clients always knowing and believing how much we care,” stated Curt Gabardi, President & CEO.

“The rebrand marks a new chapter for the Bank as we approach our 25th year in business by preserving the culture and values our clients have come to know and expect, while embracing a bold and distinctive new name reflective of the comprehensive financial advice and counsel we

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provide. Our new name pays respect to our past, as it encompasses who we have been and what the team has accomplished. Story Financial Partners is a name we can trademark and is one that is as unique and inviting as we are, while avoiding confusion with other companies with 'First' or 'Commercial' in their name," Gabardi added. "After all, everyone has a story and we're proud to share the story of our associates, of our valued clients and the communities we serve."

Sam Lane, Chief Development Officer commented, "We have a 25-year track record of financial strength and stability. Our new name reflects the endless potential we envision for our clients and communities and the ambition we have for continued growth. The newly differentiated name reflects who we are as storytellers. It's the story of our bank, our clients and our communities."

Gabardi emphasized, "There will be no change in banking systems or in our service level commitment to our clients as we introduce our new name and logo on signage."

The Bank has published a webpage with more information for clients and community members at www.story.bank.

Story's new logo mark features the outline of an open book, symbolizing the power of narratives in preserving legacies. The minimalist design reflects clarity and simplicity, emphasizing the foundation of the Story brand: a space where stories are created and cherished, while conveying a sense of endless potential. The logo embodies Story's role in helping clients build and enrich their own stories, and the innovative approach Story takes in unfolding new possibilities for clients and communities.

About Story Financial Partners

Story Financial Partners, a \$915 million asset financial institution headquartered in Jackson, Mississippi, and owned by the privately held holding company, First Commercial Bancshares, Inc., is Mississippi's first and foremost bank for businesses and professionals, having pioneered this uniquely focused banking model in the state. First Commercial opened its doors on October 12, 2000.

In a March 2025 press release, the Bank announced plans to rebrand the Bank's name First Commercial Bank to Story Financial Partners in August. As the Bank celebrates its 25th Anniversary in 2025 as a dedicated financial partner, the Bank is continuing its strong legacy in providing exceptional service to its clients and communities they proudly serve.

Story Financial Partners is a unique story, inspired by talented associates dedicated to meeting the needs of our clients every day. Now, more than ever, the Bank is focused on delivering a client-centric culture across five strategic locations in Mississippi (Jackson, Flowood, Ridgeland, Oxford, Southaven) one in Memphis, Tennessee, and now one in Huntsville, Alabama. For more information, visit www.story.bank or follow us on Facebook, Instagram, or LinkedIn.

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