

Southside Bank Announces Upcoming Rebrand

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TYLER, Texas, April 05, 2017 (GLOBE NEWSWIRE) -- Southside Bank (a wholly owned subsidiary of Southside Bancshares, Inc., (NASDAQ:SBSI)), a 56-year-old community bank based in Tyler, Texas, has revealed a new logo, tagline, mission and vision statements in its 2016 Annual Report released last Friday. The bank also announced that, over the course of several years, it will remodel each of its locations in East, North and Central Texas. The purpose of the rebranding is to help modernize and evolve the company's image.

The new branding will take effect company-wide on Monday, July 31, 2017 both digitally and in print. A modern, innovative branch design, showcased at the bank's flagship location in Tyler, Texas is also underway. In addition, six grocery store locations in Tyler will be fully remodeled around the same time as the main lobby, with all seven

locations displaying the rebranded look by the end of August. All other branches and markets will follow suit.

Southside's new brand identity embodies the bank's commitment to being a leading financial institution for Texans seeking contemporary convenience with personalized service. The new logo represents several key elements of the bank's history and legacy. The "SB" monogram, captured inside a square, denotes strength and stability; the rich navy blue signifies trust and integrity; and the forward-facing arrow represents the growth-oriented spirit of the bank.

The new tagline "Banking with a hometown touch" illustrates that Southside is committed to providing Texans with progressive banking solutions combined with exemplary customer service. Southside also announced new vision and mission statements. The bank's vision, "To help the communities we serve attain and celebrate life's biggest milestones" and mission of "Bringing prosperity, security and wealth to the people and businesses of Texas" further solidify Southside's reputation.

Commitment to customer service will remain an integral part of Southside, and the bank looks forward to further enhancing the customer experience through this rebrand. As Southside Bank's President and CEO Lee Gibson explains, "This rebrand isn't about changing who we are or what we do. It's about celebrating where we have been and where we are going. We are focused on providing our customers with industry-leading services and products, and we want to make sure our message reflects the modern, forward-thinking bank we have become."

About Southside Bank

Southside Bancshares, Inc., the holding company for Southside Bank, is headquartered in Tyler, Texas. With approximately \$5.6 billion in assets, Southside operates 60 banking facilities in East, North and Central Texas. The bank also operates a network of 70 local ATMs, and is affiliated with more than 55,000 foreign ATMs worldwide.

Established in 1960, Southside Bank is a community-focused financial institution that offers a full range of financial services to individuals, businesses and nonprofit organizations. These services include: consumer and commercial loans; mortgages; loans to municipalities; personal, small business and commercial deposit accounts; safe deposit boxes; business services; credit cards; ATMs; trust and wealth management; brokerage services; and an array of online and mobile services.

MEDIA CONTACT:
Chelsea Hughes
469-535-5092
pr@southside.comsouthside.com

Source: Southside Bancshares, Inc.

