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Firethorn and Strategic Partners Present at Source Media Mobile Commerce Summit

*– Wireless, payments and financial institution executives discuss mobile financial services
and their impact on financial institutions and carriers –*

ATLANTA and LAS VEGAS, June 19, 2007 – Mobile banking and payments enabler Firethorn Holdings, LLC (www.firethornmobile.com) announced today several of its strategic partners are presenting at the Source Media Mobile Commerce Summit taking place this week at Caesar's Palace in Las Vegas.

The Mobile Commerce Summit allows attendees to gain insights and hear case studies from pilot projects in the mobile banking and payments arena. Market trends and business models will be examined and all stakeholders within the mobile marketplace, from wireless carriers to financial institutions, will discuss their role in mobile commerce, as well as its impact on their individual industries.

The presentation, "Strategic Partnerships: Mobile Service Providers, Financial Institutions, Content Providers and Manufacturers," focuses on managing strategic partnerships to build a viable business model among mobile service providers, financial institutions, content providers and manufacturers to maximize return on investment. Speakers include: Tripp Rackley, chairman and chief executive officer, Firethorn Holdings, LLC; Bob Homer, vice president, product management, CheckFree; and Spencer White, director, mobile finance services, AT&T's Wireless Unit.

Mr. White will also serve as a panelist for a discussion showcasing the perspective of wireless carriers and device manufacturers. The discussion will focus on how financial institutions, wireless carriers and device manufacturers can effectively work together to bring mobile financial applications to market.

In a presentation titled, "Mobile Banking Case Study: Results and Lessons Learned from a Pilot Rollout," BancorpSouth Senior Vice President and Manager, Electronic Delivery Services, Michael Lindsey will provide insight into BancorpSouth's rollout of mobile banking and payments, as well as steps taken and lessons learned from the experience.

BancorpSouth began its work in the mobile banking sector in 2006 in an effort to gauge customer interest and was the first financial institution in the U.S. to go live with mobile banking and payments, using the Firethorn platform. Mr. Lindsey will help attendees understand the market and business advantages of a mobile outreach plan, as well as how mobile banking fits into a bank's customer service strategy.

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Founded in 2001 by former Ernst & Young Entrepreneur of the Year Tripp Rackley, Firethorn links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to virtually any wireless device, regardless of manufacturer or network.

Acting as a federation, Firethorn connects financial institutions to wireless carriers and manages the complex network of partners, technology interfaces and security standards in between to enable mobile banking and payments. Through Firethorn's partnership with CheckFree Corp., financial institution customers are able to use electronic billing and payment services to receive and pay bills online.

About Firethorn

Atlanta-based Firethorn is a mobile banking and payments enabler that links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to virtually any wireless device. By partnering with Firethorn, financial institutions and wireless carriers alike gain a competitive service differentiator that improves customer retention, generates revenue and answers consumer demands for more product/service convenience. For more information on Firethorn, visit www.firethornmobile.com or call 678.507.2500.

About CheckFree

Founded in 1981, CheckFree (Nasdaq: CKFR) provides electronic commerce to organizations around the world. CheckFree Electronic Commerce solutions enable thousands of financial providers and billers to offer the convenience of receiving and paying household bills online, via phone or in person through retail outlets. CheckFree Investment Services provides a broad range of investment management solutions and outsourced services to hundreds of financial services organizations, which manage about \$1.8 trillion in assets. CheckFree Software develops, markets and supports payment processing solutions that are used by financial institutions to process more than two-thirds of the 14 billion Automated Clearing House transactions in the United States, and supports reconciliation, exception management, risk management, transaction process management, corporate actions processing, and compliance within thousands of organizations worldwide.

About AT&T

AT&T Inc. (NYSE: T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations,

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and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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About BancorpSouth

BancorpSouth is a \$13 billion-asset bank holding company. The company operates approximately 290 banking and mortgage locations in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, Tennessee and Texas. The company provides traditional banking services, credit cards, mortgages, trust and fiduciary services through its principal subsidiaries BancorpSouth Bank and The Signature Bank. BancorpSouth's common stock is traded on the New York Stock Exchange under the trading symbol BXS.

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