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VICE PRESIDENT DANNY BASS RECEIVES PRESTIGIOUS DESIGNATION

BILOXI, MS (June 10, 2016) – Veteran banker Danny Bass recently earned the distinguished Certified Trust and Financial Advisor (“CTFA”) designation, announced Chevis C. Swetman, chairman and chief executive officer of the holding company and the bank.

Issued by The Institute of Certified Bankers of the American Bankers Association, the CTFA certification is widely-respected as a standard of excellence for trust and wealth management advisors who have a demonstrated level of knowledge, skills and competence. To earn the CTFA certification, a trust officer must have a minimum of three years’ experience, complete one of three designated training programs. Accordingly, maintaining the CFTA designation requires the completion of 45 educational credits every three years in four knowledge areas: Fiduciary and Trust Activities, Personal Financial Planning, Tax Law and Investment Management. Furthermore, each CTFA designee must sign the Institute of Certified Bankers’ Professional Code of Ethics statement and complete courses in professional ethics.

“We are proud of Danny’s professional achievement,” said Swetman. “His trust and wealth management expertise provides an invaluable service to our customers,” he added.

Bass is a Vice President/Trust Officer at The Peoples Bank Asset Management and Trust Department. He is a graduate of the University of Southern Mississippi with a degree in Business Administration and has been with The Peoples Bank Asset Management & Trust Department since 1995.

During his career, Danny has attended the Cannon School of Trust Operations as well as The Cannon School of Personal Trust I, II, and III. He is a former member of the South Mississippi Estate Planning Council and today is active in the Kiwanis Club of Biloxi. He serves on several

bank committees and most recently chaired The Peoples Bank Standards of Service Committee.

Since 1937, The Peoples Bank has offered financial planning and fiduciary services relating to trusts, estates, IRAs and individual asset management accounts, and currently custodies and manages over \$430 million in assets. The Peoples Bank has been serving coast communities since 1896 and is proudly celebrating its 120th anniversary.