

First Horizon Renews Commitment to The University of Tennessee

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Official Bank of the VOLS

MEMPHIS, Tenn., Aug. 1, 2024 /PRNewswire/ -- First Horizon Corp. (NYSE: FHN or "First Horizon") is proud to announce that First Horizon Bank has renewed its commitment to the University of Tennessee and signed a 5-year agreement as a Corporate Champion and the Official Bank of the VOLS.

First Horizon Bank is a longtime supporter of the University and signed its first agreement with the University of Tennessee Athletics back in 1993. Terms of the contract remain undisclosed; however, the contract does include an exclusive financial partnership as the "Official Bank of the Vols & Lady Vols," an official Power T premium Visa Debit card design, entertainment and hospitality opportunities, participation in game day experiences and events, and a partnership with the University of Tennessee Alumni Association.

The Tennessee-First Horizon partnership was created through Athletics multimedia rights holder The Vol Network, the locally based team of Learfield – the media and technology company powering college athletics. The Vol Network provides First Horizon with an impressive statewide media strategy with exposure in radio, television, print, digital and social media, along with game site signage across Tennessee's premier sports venues.

"First Horizon has backed for the Vols for more than 30 years," said Jim Atchley, Market President for First Horizon Bank. "Our commitment, as The Official Bank of the Vols, extends to all Vols, from student-athletes to alumni. Building on this longstanding partnership, First Horizon remains committed to the Knoxville community and the University of Tennessee."

"There is only one Official Bank of the Vols, and that's First Horizon," said Steve Early, Vice President and General Manager of the Vol Network. "First Horizon's corporate partner commitment to Big Orange Athletics over the past three decades is unmatched, and they are a shining example of what a community-focused company should be."

This is a relationship with true statewide impact, and it only makes sense for our two great brands to be aligned across Tennessee."

About First Horizon –

First Horizon Corp. (NYSE: FHN), with \$82.2 billion in assets as of June 30, 2024, is a leading regional financial services company, dedicated to helping our clients, communities and associates unlock their full potential with capital and counsel. Headquartered in Memphis, TN, the banking subsidiary First Horizon Bank operates in 12 states across the southern U.S. The Company and its subsidiaries offer commercial, private banking, consumer, small business, wealth and trust management, retail brokerage, capital markets, fixed income, and mortgage banking services. First Horizon has been recognized as one of the nation's best employers by Fortune and Forbes magazines and a Top 10 Most Reputable U.S. Bank. More information is available at www.FirstHorizon.com.

About Learfield –

Learfield is a diversified and influential media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

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