

Tennessee Athletics and First Horizon Announce Historic Partnership Extension

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KNOXVILLE, Tenn. (September 1, 2026) -Tennessee Athletics and First Horizon Bank ("First Horizon") have announced a groundbreaking extension of their longstanding partnership. For 34 consecutive years, First Horizon has served as the Official Bank of the Vols, earning the trust and loyalty of the University of Tennessee community and its fans.

The partnership takes a significant step forward as First Horizon becomes the official jersey patch sponsor for Tennessee football, as well as volleyball, soccer, track and field, golf, tennis, cross country, swimming and diving, and rowing. This innovative collaboration extends far beyond traditional sponsorship, with First Horizon making a major investment in student-athlete influencer marketing initiatives. Through these efforts, student-athletes will have unique opportunities to build their personal brands, expand professional networks, and gain hands-on experience in marketing and business development.

At Tennessee, history and tradition are foundational pillars of the athletics program. When First Horizon was introduced as the university's inaugural Corporate Champion in 1993, the bank embarked on a mission to support its home-state school and fanbase at an unprecedented level. Over more than three decades, First Horizon's unwavering commitment has fueled significant growth for Tennessee Athletics, enabling facility upgrades and renovations, new video boards, expanded radio and television programming, financial guidance for student-athletes, and unique, exclusive banking options for Tennessee fans. First Horizon's passion and loyalty to the Vols have only grown stronger, establishing a proud tradition in its own right.

"For more than 30 years, First Horizon has been an indispensable partner to Tennessee Athletics, and we are proud to extend this remarkable collaboration," said Tennessee Vice Chancellor and Director of Athletics Danny White. "In this dynamic era of college athletics, we are confident in First Horizon's ability to provide the resources and leadership needed to keep our programs competitive while safeguarding the integrity of our brand and uniforms. The First Horizon name is synonymous with excellence, vision, and a commitment to progress, values that mirror

those of Tennessee Athletics.”

Beyond becoming the official jersey sponsor for multiple Tennessee sports, First Horizon will also have two premium entitlement areas within Neyland Stadium and Lindsey Nelson Stadium named in its honor: the First Horizon West Club and the First Horizon MVP Club.

“We are honored to deepen our partnership with Tennessee Athletics, an institution that embodies the pride, tradition, and drive,” said Bryan Jordan, Chairman, President, and CEO of First Horizon. “For more than three decades, we have celebrated alongside the Vols and invested in the growth of Tennessee students on and off the field. Becoming the official jersey patch sponsor across so many programs is a significant milestone that reflects our shared commitment to innovation, excellence, and opportunity. Our support extends throughout the University of Tennessee, reflecting our belief in the power of higher education. We look forward to continuing to empower students, just as we strive to support the aspirations of clients and communities every day.”

This partnership was facilitated in collaboration with the Vol Network, a division of Learfield, the multimedia rightsholder for Tennessee Athletics.

“First Horizon Bank is a valued partner with deep roots in Tennessee, and we're proud to expand our relationship through this jersey patch partnership. This collaboration connects two iconic brands and creates a meaningful new platform to engage and celebrate Volunteer fans across the state and nationwide,” said Brandon Parks, Vice President and General Manager, The Vol Network.

About First Horizon

First Horizon Corp. (NYSE: FHN), with \$84.4 billion in assets as of June 30, 2026, 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 concentrated in 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.

What They Are Saying –

Tennessee football head coach Josh Heupel

“First Horizon has been a loyal, dedicated local partner in supporting Tennessee Football. We are excited to expand this partnership by wearing a First Horizon jersey patch for many years to come. They will continue to support the future of our program with essential resources in this new landscape of college football.”