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**For Immediate Release**

**CSP Announces Research Partnership with Hancock Bank**

June 11, 2009. Omaha, NE – Customer Service Profiles, LLC (CSP), an industry leader in providing *Voice of the Customer* research services and improving performance for the financial industry, announces that it has been chosen as a research partner by Hancock Bank, which operates 157 banking and financial services offices in Mississippi, Louisiana, Florida and Alabama. CSP’s proven methodologies will help Hancock Bank identify the key drivers of the customer experience, overall customer satisfaction, loyalty and advocacy.

With the goal to provide the highest level of service, Hancock Bank understands the value of tracking and measuring the customer experience. CSP’s methodology allows the bank to drill down to the level of individual branches and employees to clearly hear the voice of customers and learn what they really think about their experience at Hancock. The research produces immediately actionable information the bank can use to recognize and reward service excellence, as well as to implement coaching and training programs to change behavior in areas of opportunity.

“We chose CSP because of its 22 years of experience working with banks all across the country, its benchmarking data and proven methodologies,” said Angela Long, Hancock Bank’s Marketing Research Manager. “CSP delivers analytics focusing on the key drivers of the customer experience, which is a major focus for Hancock Bank. CSP’s reports-on-demand and electronic web reporting capabilities allow us to monitor research data online on a daily basis.

Each individual manager has access to real-time, actionable information about his or her branch and employees, which can be used to enhance performance. We want to provide the ultimate in service to turn our customers into advocates. This attention to customers is part of what keeps us among the top performing banks in the nation.”

“We’re proud to have been chosen by Hancock Bank from among several other providers through a national request for proposals,” said CSP Executive Vice President John Berigan.

“This research initiative is championed by Bank leadership at the highest levels. We look forward to providing them with meaningful measurements of customer loyalty, satisfaction and advocacy to take the Bank’s customer experience to the next level, improve operations and increase profits.”

***About Customer Service Profiles, LLC (CSP):***

CSP, with 22 years of experience in providing *Voice of the Customer* research and improving performance to the financial industry, has worked with over 150 financial institutions. For additional information, please contact John Berigan, Executive Vice President, at (800) 841-7954 x101.

***About Hancock Bank:***

Headquartered in Gulfport, MS, Hancock Holding Company (NASDAQ: HBHC) — parent company of Hancock Bank Mississippi, Hancock Bank of Louisiana, Hancock Bank of Florida, and Hancock Bank of Alabama — has assets of approximately \$7.2 billion. Founded in 1899, Hancock Bank, an FDIC-insured institution, consistently rates among the nation’s strongest, safest banks. For the second consecutive year, *Bank Director* magazine named Hancock as one of America’s Top-10 Best Banks. Additionally, *Forbes.com* listed Hancock among the “Top 100 Most Trustworthy Companies.” Bank subsidiaries include Hancock Insurance Agency, Hancock Investment Services, Inc., and Harrison Finance Company.