

ZIONS BANK

Press Release

***** FOR IMMEDIATE RELEASE *****

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ZIONS BANK SWEETENS DEAL FOR THOSE GIVING THE GIFT OF COLLEGE SAVINGS

SALT LAKE CITY, Utah; December 4, 2009 — Those still undecided about holiday gifts for children might consider the valuable gift of college savings through the Utah Educational Savings Plan (UESP). To highlight the importance of investing in children's futures, Zions Bank is offering those Utahns who open new UESP accounts a \$25 incentive for a limited time.

Utah residents who open a new, unique UESP account between Nov. 30, 2009, and Dec. 24, 2009, are eligible to receive a \$25 matching contribution compliments of Zions Bank.

Utah Educational Savings Plan accounts can be opened online at www.uesp.org or by sending a completed Account Agreement to UESP. Contributing to an account is simple—contributions can be made online, by check, or automatically from a checking or savings account.

The earnings in UESP accounts are tax free (federal and Utah state) when used for qualified higher education expenses. Also, Utah taxpayers can claim a Utah state tax credit of 5% on their contributions of up to \$1,740 per beneficiary (\$3,480 for married couples filing jointly). This means the UESP tax credit is worth up to \$87 per beneficiary (\$174 for married couples filing jointly). Families can take advantage of this tax savings each year they contribute—for the life of the beneficiary's account—if the beneficiary was under 19 when the account was opened.

“Zions Bank has long been a dedicated champion of higher education, so we are thrilled to partner with UESP to encourage families to start saving now for their children's college expenses,” said Scott Anderson, Zions Bank President and CEO.

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Added Lynne Ward, Director of the Utah Educational Savings Plan, “By offering this special incentive, Zions Bank is helping UESP make college dreams possible for Utah’s students of tomorrow.”

For more information about the Utah Educational Savings Plan, visit www.uesp.org or call toll-free at 800.418.2551.

Zions Bank is Utah’s oldest financial institution and is the only local bank with a statewide distribution of branches, operating 103 full-service offices. Zions Bank also operates 25 full-service branches in Idaho. In addition to offering a wide range of traditional banking services, Zions Bank is also a leader in small business lending and has ranked as the No. 1 lender of U.S. Small Business Administration 7(a) loans in Utah for the past 16 consecutive years. Founded in 1873, Zions Bank has been serving the communities of Utah for 135 years. Additional information is available at www.zionsbank.com.

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Read the Program Description for more information and consider all risks, objectives and expenses before investing. Call 800.418.2551 for a copy of the Program Description or visit www.uesp.org.

Investments in UESP are not guaranteed by UESP, the Utah State Board of Regents, the Utah Higher Education Assistance Authority (UHEAA) or any other state or federal agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured savings account. Please read the Program Description to learn about UESP’s FDIC-insured savings account. Your investment could lose value.

Non-Utah taxpayers and residents: You should determine whether the state in which you or your beneficiary pay taxes or live offers a 529 plan that provides state tax or other benefits not otherwise available to you by investing in UESP. You should consider such state tax treatment and benefits, if any, before investing in UESP.