



***Continued Growth for Tennessee's
Premier Financial Services Franchise***

Harold Carpenter, CFO

May 13-14, 2008

Safe Harbor Statements

Forward-Looking Statements

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Pinnacle Profile

- High growth, one-bank holding company
- Headquartered in Nashville, Tennessee
- 7 years old
- Total assets at March 31, 2008 – \$3.9 billion
- Market cap – \$26.69 per share (5/7/08) = \$600 million
 - Institutional ownership – 28%
 - Insider ownership – approximately 14%

Why PNFP?

- **Fast growing metropolitan markets**
- **Extremely attractive competitive landscapes**
- **Reliable track record for growth and execution**
- **Strong asset quality**

Pinnacle's Formula for Success

1. Effective strategies

- Focus on businesses, real estate professionals and affluent consumers
- Hire a **large** cadre of **experienced** advisors

2. Growth opportunities in Tennessee's strongest metropolitan markets

- Great markets
- Vulnerable regional bank competitors

Pinnacle Achievements

- **Climbed to fourth market share position in Nashville**
- **Hired 310 associates with 24 years average experience**
- **Successfully integrated Cavalry Bancorp (CAVB) and Mid-America Bancshares (MAB)**
- **Launched in Knoxville (April / May 2007)**

Pinnacle Achievements

Associates

- Nashville's "**Best** Place to Work" five consecutive years
- "**Best** Employer in Tennessee"

Clients

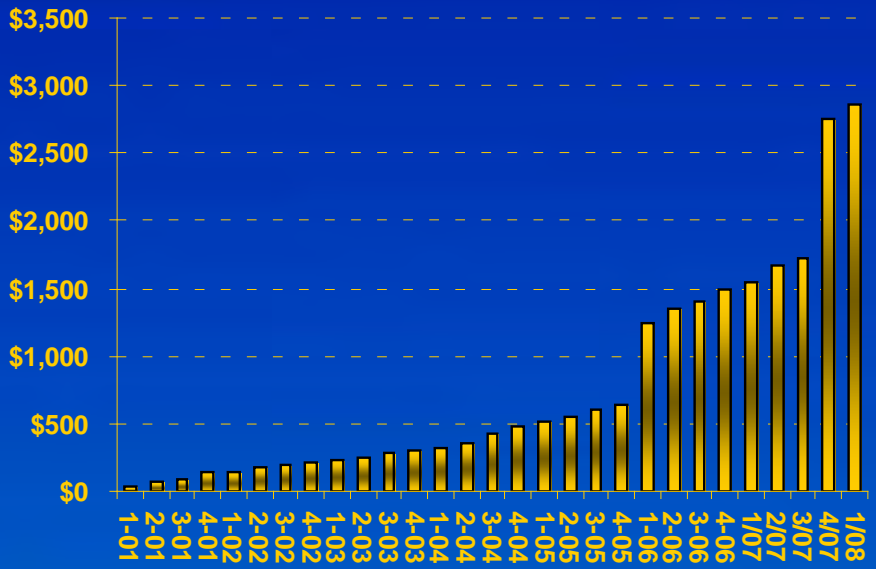
- 96% agreement Pinnacle is "the **best**"
- Fortune 100's **fastest** growing bank in the United States

Shareholders

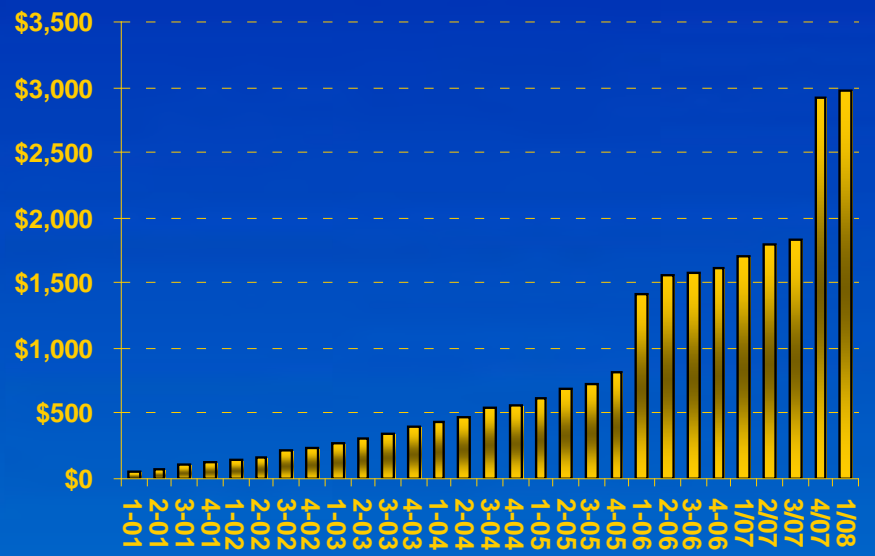
- **Best** 5-year total return for publicly traded banks in the U.S.
– *March 25, 2008*

Reliable Balance Sheet Growth

Loans

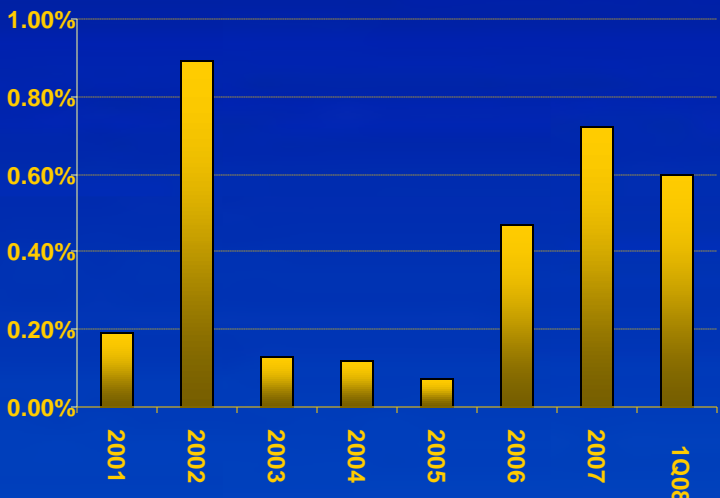


Deposits

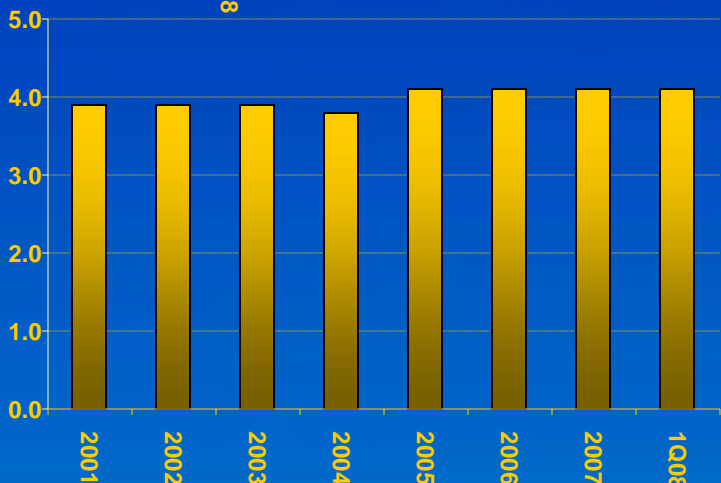
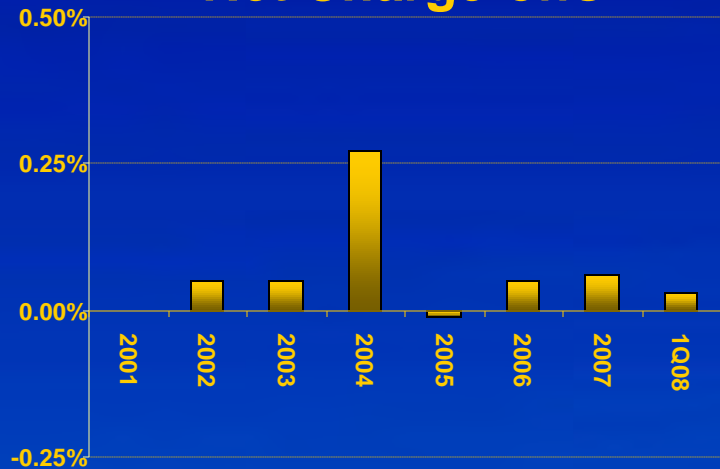


Reliable Asset Quality

Nonaccrual Loans to Total Loans



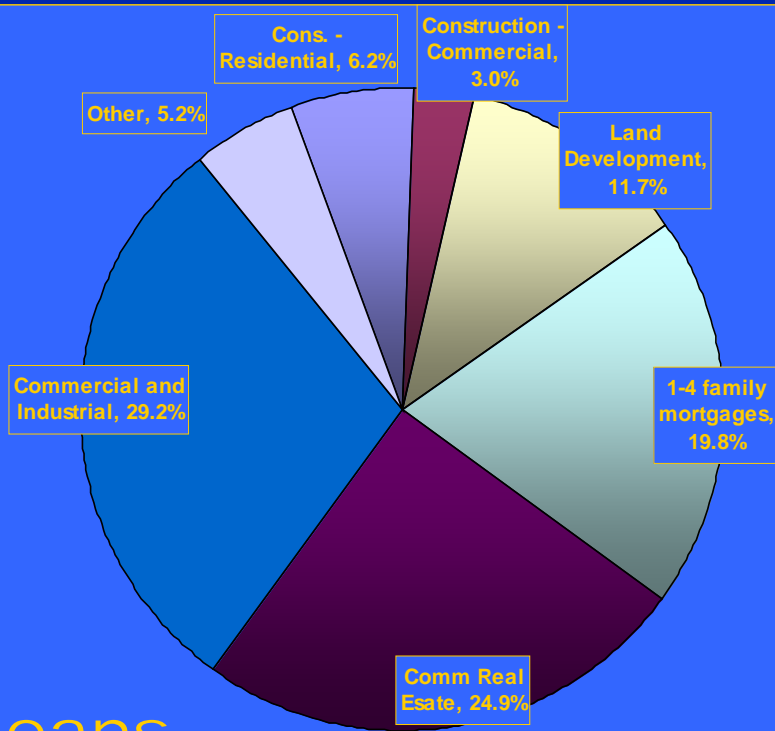
Net Charge-offs



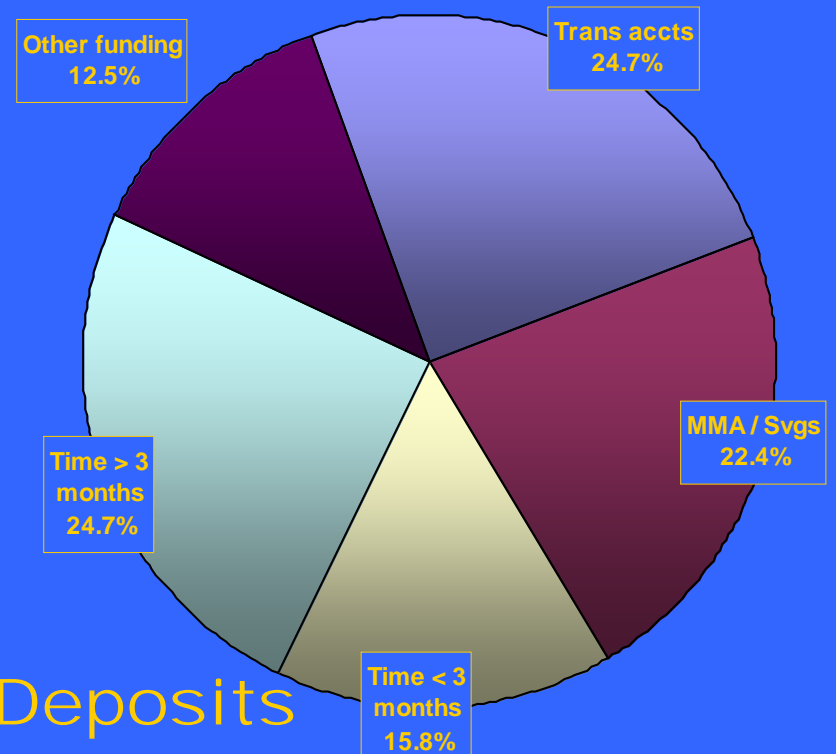
Weighted Avg. Commercial Loan Risk Ratings

Effective Strategies

Diversified loan and deposit portfolios



Loans



Deposits

Growth Opportunities

Enter Tennessee's other strong metropolitan markets on a de novo basis



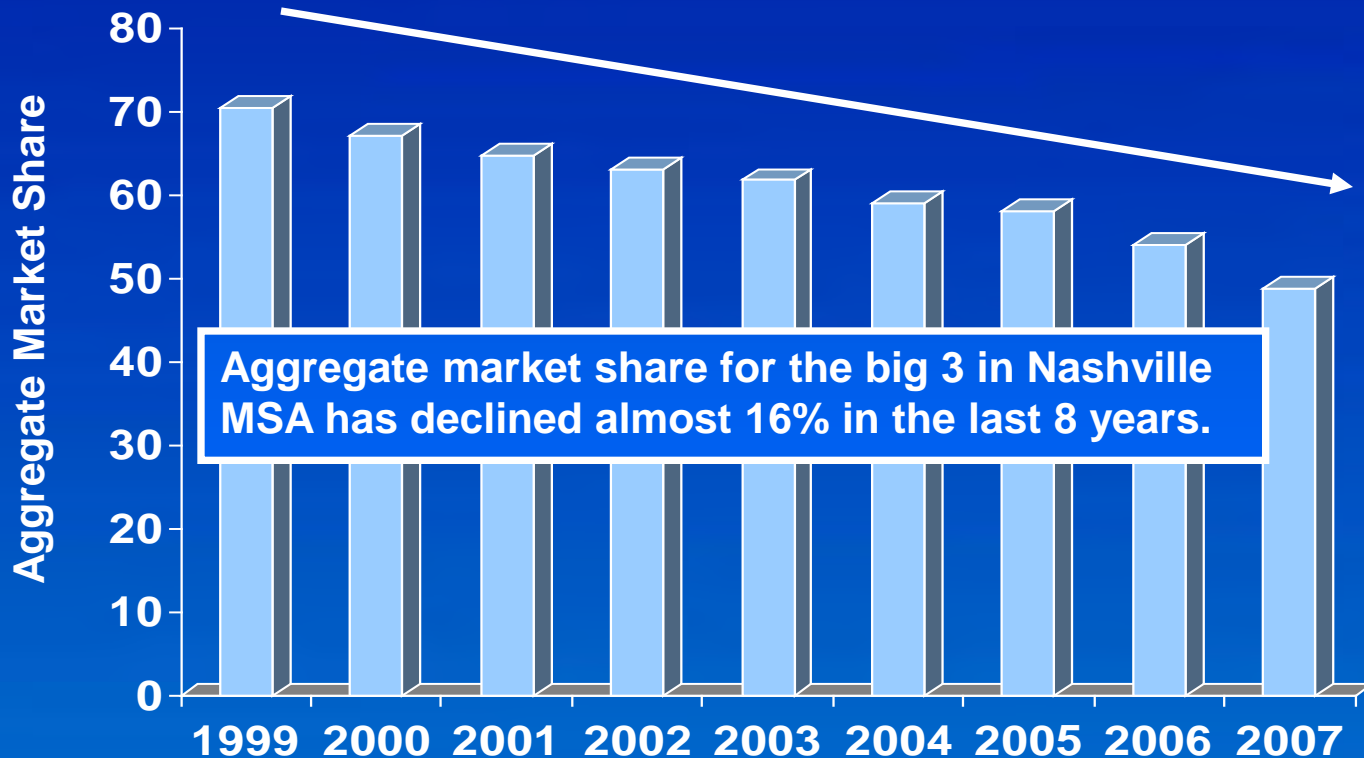
Pinnacle's bias for market extensions has been de novo versus acquisition.

Criteria for market extensions include:

1. Only launch when PNFP can recruit FAs to build a \$500 - \$750 million bank in five years
2. Cross breakeven in 12 months
3. Support with additional common stock, as necessary

Growth Opportunities - Nashville

Vulnerable Regional Bank Competitors - Nashville MSA



Top 3 banks in Nashville are Regions, SunTrust and Bank of America

Growth Opportunities - Nashville

Vulnerable Regional Bank Competitors - Nashville MSA

Rank	Institution	No. of Branches	At June 30, 2007		At June 30, 2006
			Total Deposits	Market Share	Market Share
1	Regions	91	\$ 6,096,582	19.9%	22.8%
2	Bank of America	40	\$ 4,524,911	14.8%	15.6%
3	Suntrust	59	\$ 4,347,575	14.2%	15.7%
4	Pro Forma Pinnacle	31	\$ 2,672,521	8.7%	8.0%
4	First Tennessee	46	\$ 1,873,967	6.1%	5.8%
5	Pinnacle Financial Partners	17	\$ 1,767,445	5.8%	5.3%
6	Fifth Third	27	\$ 1,370,665	4.5%	3.9%
7	Wilson Bank and Trust	19	\$ 1,041,534	3.4%	3.1%
8	US Bank	41	\$ 919,720	3.0%	3.3%
9	Mid-America Bancshares	14	\$ 905,076	3.0%	2.7%
10	GreenBank	22	\$ 847,454	2.8%	3.0%
11	Tennessee Commerce	1	\$ 687,635	2.3%	1.6%
12	Synovus	9	\$ 619,528	2.0%	1.8%
13	Renasant	7	\$ 492,774	1.6%	1.5%
14	Branch Bank and Trust	2	\$ 402,406	1.3%	0.4%
15	Farmers Bank	9	\$ 343,585	1.1%	1.0%
16	FirstBank	8	\$ 337,940	1.1%	0.9%
17	First Federal Bank	9	\$ 291,209	1.0%	0.9%
18	Citizens Bank	4	\$ 247,336	0.8%	0.8%
19	Wachovia	9	\$ 242,931	0.8%	0.7%
20	Volunteer State	7	\$ 224,000	0.7%	0.7%
	Top 20 institutions	472	\$ 30,256,794	98.8%	99.6%
58	All institutions in MSA	540	\$ 30,629,574	100.0%	100.0%

Note: Dollar values in millions.

Source: SNL Financial; FDIC deposit data as of June 30, 2007.

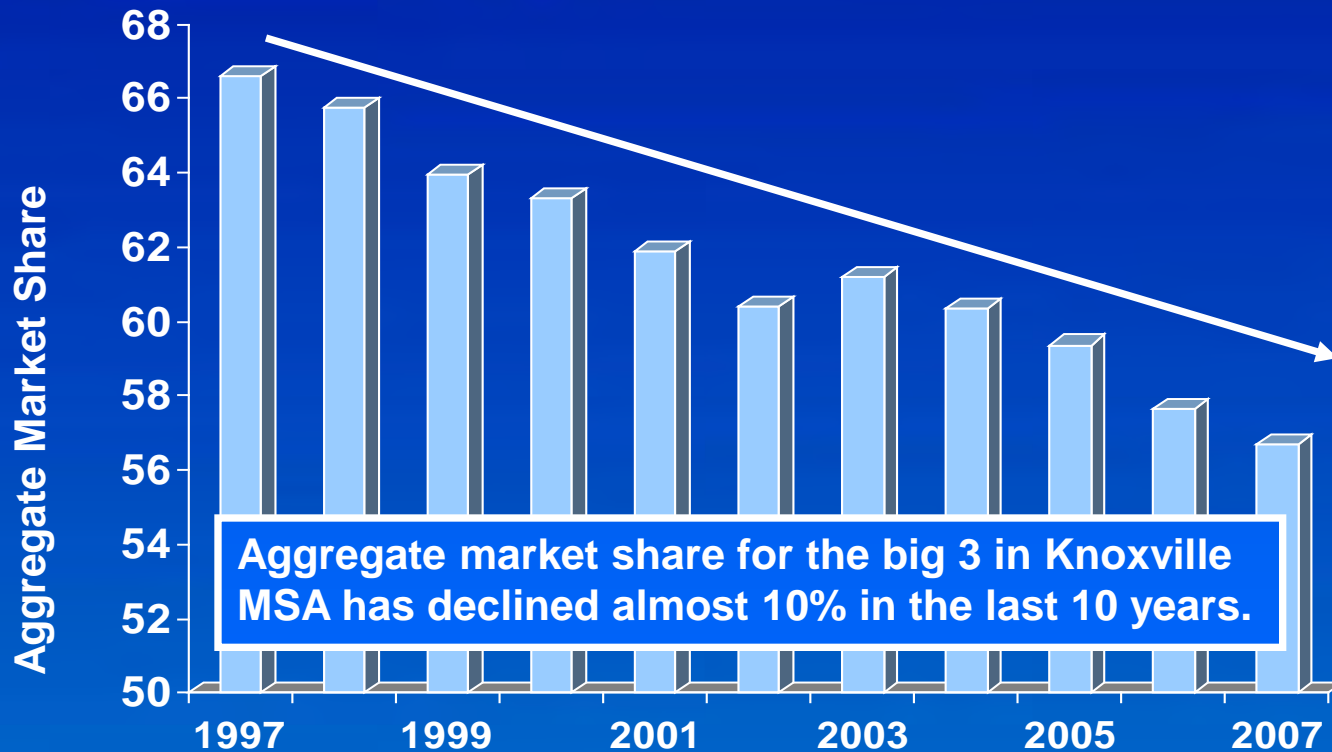
Growth Opportunities - Knoxville

The Knoxville MSA

- **Large, fast growing metropolitan market**
- **Attractive competitive landscape**
- **Ability to attract large cadre of experienced bankers**
- **Meets aggressive growth and profitability targets**
- **Pinnacle's unique ability to penetrate the market**
- **Opportunity to replicate the Nashville model**

Growth Opportunities - Knoxville

Vulnerable Regional Bank Competitors - Knoxville MSA



Growth Opportunities - Knoxville

Vulnerable Regional Bank Competitors - Knoxville MSA

Rank	Institution	No. of Branches	At June 30, 2007		At June 30, 2006
			Total Deposits	Market Share	Market Share
1	First Tennessee	34	\$ 2,158,245	20.8%	21.5%
2	Suntrust	36	\$ 1,883,570	18.1%	17.5%
3	Regions	39	\$ 1,846,275	17.8%	18.6%
4	Home Federal	19	\$ 1,290,333	12.4%	12.2%
5	Branch Bank and Trust	18	\$ 696,011	6.7%	8.5%
6	First National	8	\$ 329,736	3.2%	3.3%
7	United Community Banks	6	\$ 247,151	2.4%	2.3%
8	Bank of America	5	\$ 233,054	2.2%	2.4%
9	Citizens of Blount County	10	\$ 228,203	2.2%	2.1%
10	GreenBank	8	\$ 223,945	2.2%	2.0%
11	BankEast	7	\$ 200,685	1.9%	1.6%
12	FSG Bank	7	\$ 158,114	1.5%	1.5%
13	TNBank	5	\$ 156,523	1.5%	1.4%
14	Clayton Bank	2	\$ 127,481	1.2%	0.7%
15	Commercial Bank	6	\$ 110,799	1.1%	1.0%
16	Community Bank	4	\$ 76,563	0.7%	0.7%
17	Tennessee State	2	\$ 66,199	0.6%	0.6%
18	First Century Bank	3	\$ 50,136	0.5%	0.6%
19	American Trust	3	\$ 49,251	0.5%	0.3%
20	Citizens First	1	\$ 42,019	0.4%	0.3%
	Top 20 institutions	223	\$ 10,174,293	98.0%	99.2%
35	All institutions in MSA	243	\$ 10,382,142	100.0%	100.0%

Note: Dollar values in millions.

Source: SNL Financial; FDIC deposit data as of June 30, 2007.

Growth Opportunities - Knoxville

Multi-year Performance Targets

	2007	2008	2009	2010	2011
Associate hiring plan	26	39	51	59	63
Facilities	2	2	4	5	5
Loan growth targets (millions)	\$ 100	\$ 225	\$ 375	\$ 490	\$ 600
Deposit growth targets (millions)	\$ 62	\$ 155	\$ 280	\$ 365	\$ 450
Targeted FD EPS	\$ (0.08)	\$ 0.01	\$ 0.10	\$ 0.23	\$ 0.34

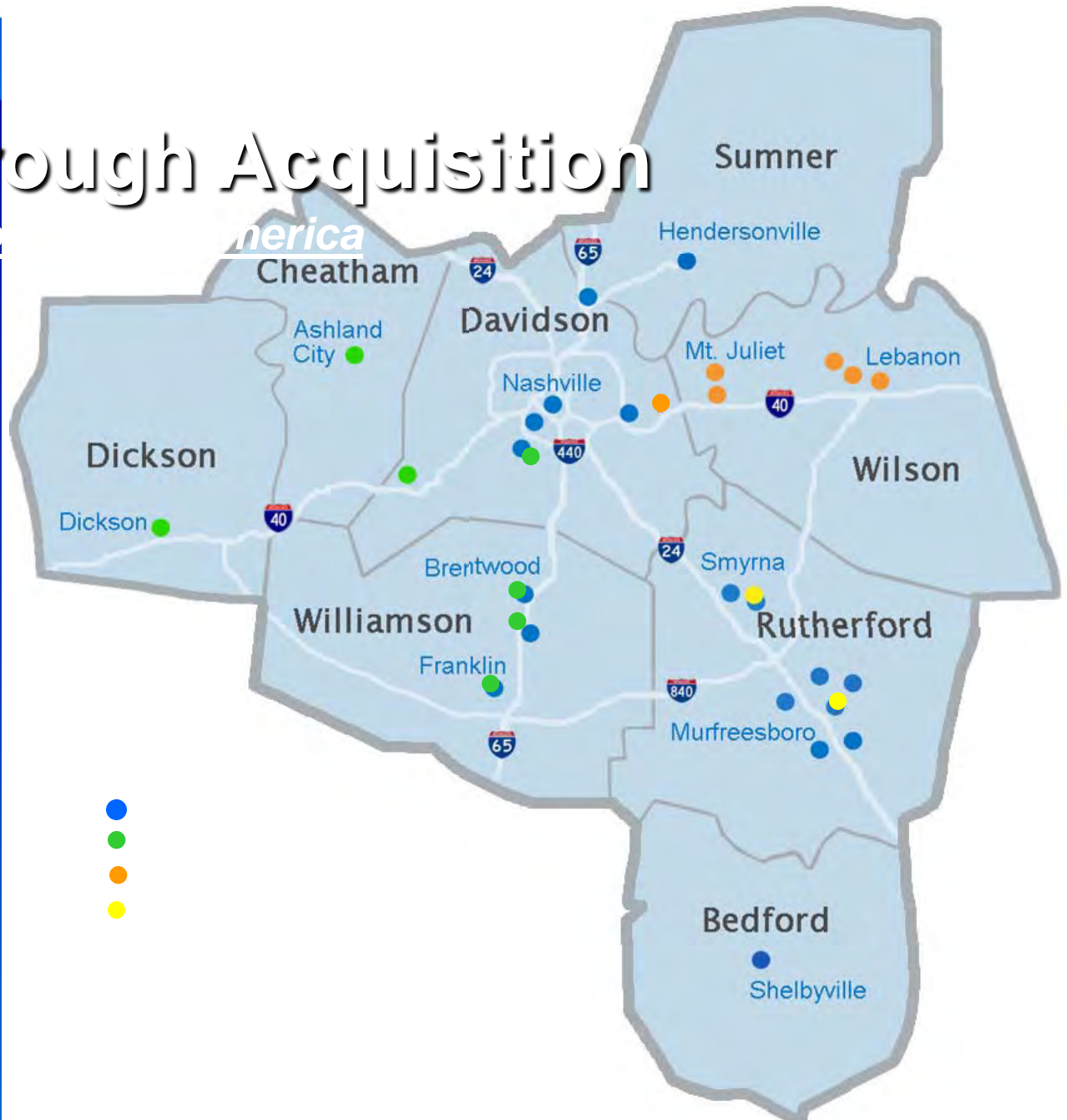
Growth Through Acquisition

Pinnacle's acquisition of Mid-America

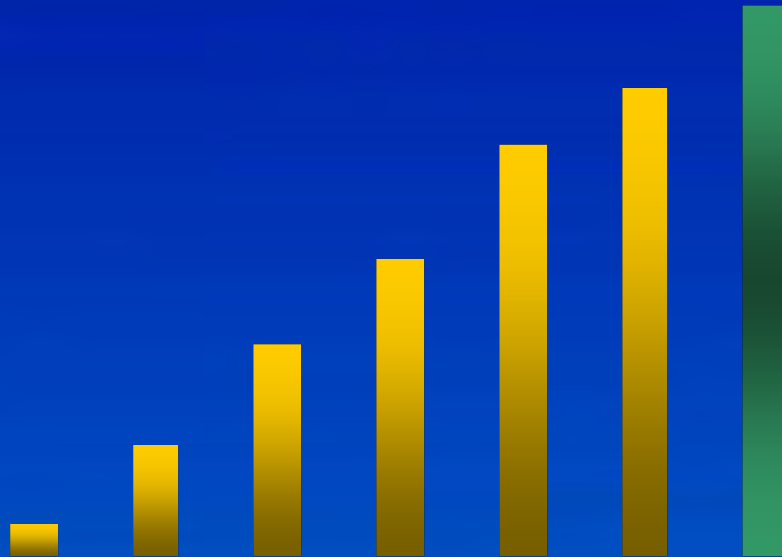
- Creates scarcity value in a coveted market
- Strategically accelerates Pinnacle's Nashville distribution
- Enhances Pinnacle's rapid growth potential
- Is accretive to GAAP EPS in the first 12 months
- Offers additional revenue synergies that are not required

Growth Through Acquisition

Pinnacle's acquisition



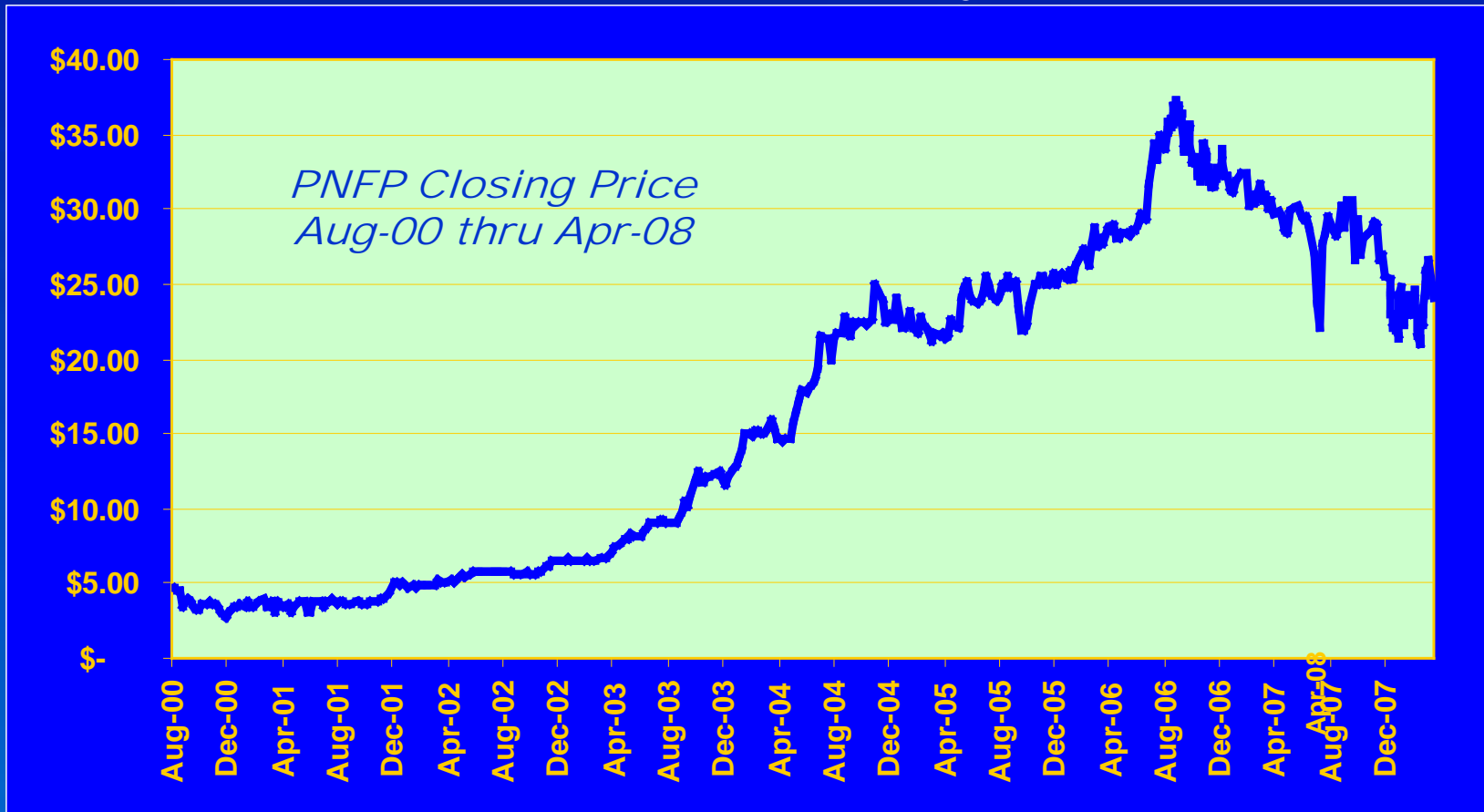
Continued EPS Growth in 2008



() Per SNL Financial – Average fully diluted earnings per share of covering analysts' estimates for 2008 is \$1.57 as of May 5, 2008.*

Attractive Valuation

Pullback Provides Great Entry Point



Why PNFP?

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- **Extremely attractive competitive landscapes**
- **Reliable track record for growth and execution**
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