First Quarter 2013 Investor Call

Terry Turner, President and CEO
Harold Carpenter, EVP and CFO

April 16, 2013

Pinnacle[SM]
FINANCIAL PARTNERS

Safe Harbor Statements

Forward-looking statements

Certain of the statements in this presentation may constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The words "expect," "anticipate," "goal," "objective," "intend," "plan," "believe," "should," "seek," "estimate" and similar expressions are intended to identify such forward-looking statements, but other statements not based on historical information may also be considered forward-looking. All forward-looking statements are subject to risks, uncertainties and other factors that may cause the actual results, performance or achievements of Pinnacle Financial to differ materially from any results expressed or implied by such forward-looking statements. Such risks include, without limitation, (i) deterioration in the financial condition of borrowers resulting in significant increases in loan losses and provisions for those losses; (ii) continuation of the historically low, short-term interest rate environment; (iii) the inability of Pinnacle Financial to grow its loan portfolio in the Nashville-Davidson-Murfreesboro-Franklin MSA ("the Nashville MSA") and the Knoxville MSA; (iv) changes in loan underwriting, credit review or loss reserve policies associated with economic conditions, examination conclusions, or regulatory developments; (v) effectiveness of Pinnacle Financial's asset management activities in improving, resolving or liquidating lower-quality assets; (vi) increased competition with other financial institutions; (vii) greater than anticipated adverse conditions in the national or local economies including the Nashville MSA and the Knoxville MSA, particularly in commercial and residential real estate markets; (viii) rapid fluctuations or unanticipated changes in interest rates; (ix) the results of regulatory examinations; (x) the ability to retain large, uninsured deposits with the expiration of the FDIC's transaction account guarantee program; (xi) the development of any new market other than Nashville or Knoxville; (xii) a merger or acquisition; (xiii) any matter that would cause Pinnacle Financial to conclude that there was impairment of any asset, including intangible assets; (xiv) the ability to attract additional financial advisors or to attract customers from other financial institutions and conversely, the inability to realize the economic benefits of newly hired financial advisors; (xv) further deterioration in the valuation of other real estate owned and increased expenses associated therewith; (xvi) inability to comply with regulatory capital requirements, including those resulting from currently proposed changes to capital calculation methodologies and required capital maintenance levels; and (xvii) changes in state and federal legislation, regulations or policies applicable to banks and other financial service providers, including regulatory or legislative developments arising out of current unsettled conditions in the economy, including implementation of the Dodd-Frank Wall Street Reform and Consumer Protection Act (the "Dodd-Frank Act"). A more detailed description of these and other risks is contained in "Item 1A. Risk Factors" of the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission on February 22, 2013. Many of such factors are beyond Pinnacle Financial's ability to control or predict, and readers are cautioned not to put undue reliance on such forward-looking statements. Pinnacle Financial disclaims any obligation to update or revise any forward-looking statements contained in this quarterly report, whether as a result of new information, future events or otherwise.

Delivering Results

PNFP has executed its recurring priorities

- Reduce the risk in the loan portfolio
- Build the core earnings capacity

Pinnacle FINANCIAL PARTNERS

Delivering Results

Asset quality continued to improve in 1Q13

	Linked Qtr Change	*Year over Year Change*	*Consecutive Qtrs. of Progress*
Credit losses *(NCO's + ORE expense)*	*(17.8%)* ↓	*(65.1%)* ↓	*11*
NPLs	*(4.3%)* ↓	*(49.0%)* ↓	*12*
NPAs	*(6.7%)* ↓	*(49.7%)* ↓	*11*
Classified loans	*(8.3%)* ↓	*(26.1%)* ↓	*11*

Delivering Results

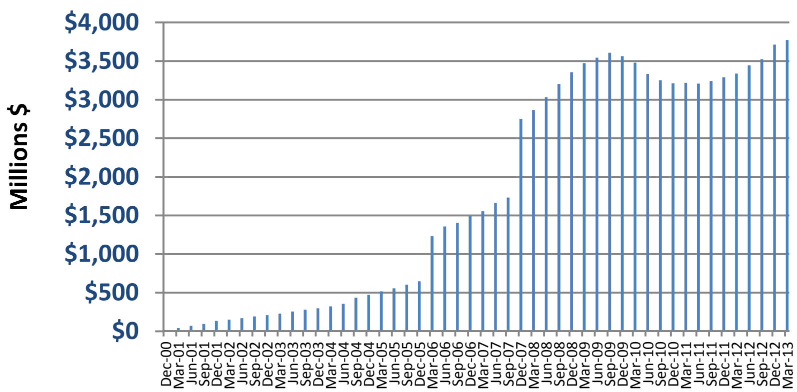
Core earnings capacity continued to expand in 1Q13

	Linked Qtr Change	*Quarterly Year over Year Change*
Total loans	*1.6%* ↑	*13.0%* ↑
Avg. noninterest-bearing deposits	*(2.6%)* ↓	*35.8%* ↑
Net interest income	*1.2%* ↑	*8.2%* ↑
Net interest margin	*2.6%* ↑	*4.3%* ↑
Cost of funds	*(8.7%)* ↓	*(33.3%)* ↓
Noninterest income excl. securities gains	*7.0%* ↑	*21.0%* ↑
Total revenue excl. securities gains	*2.4%* ↑	*10.8%* ↑

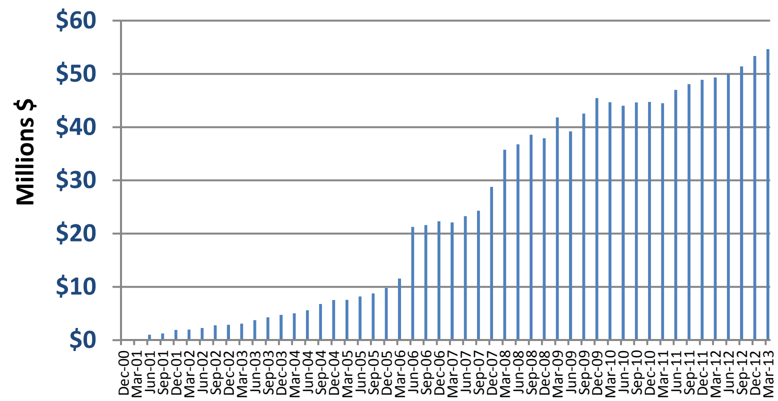
Delivering Results

Keen focus on core earnings capacity produces record results

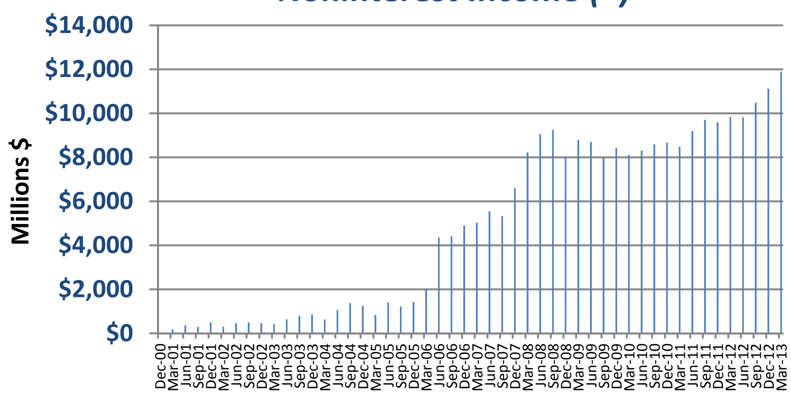
Total Loans



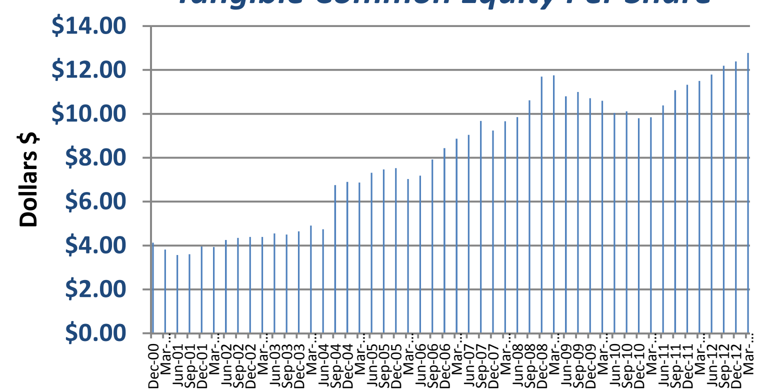
Total Revenues (*)



Noninterest Income (*)



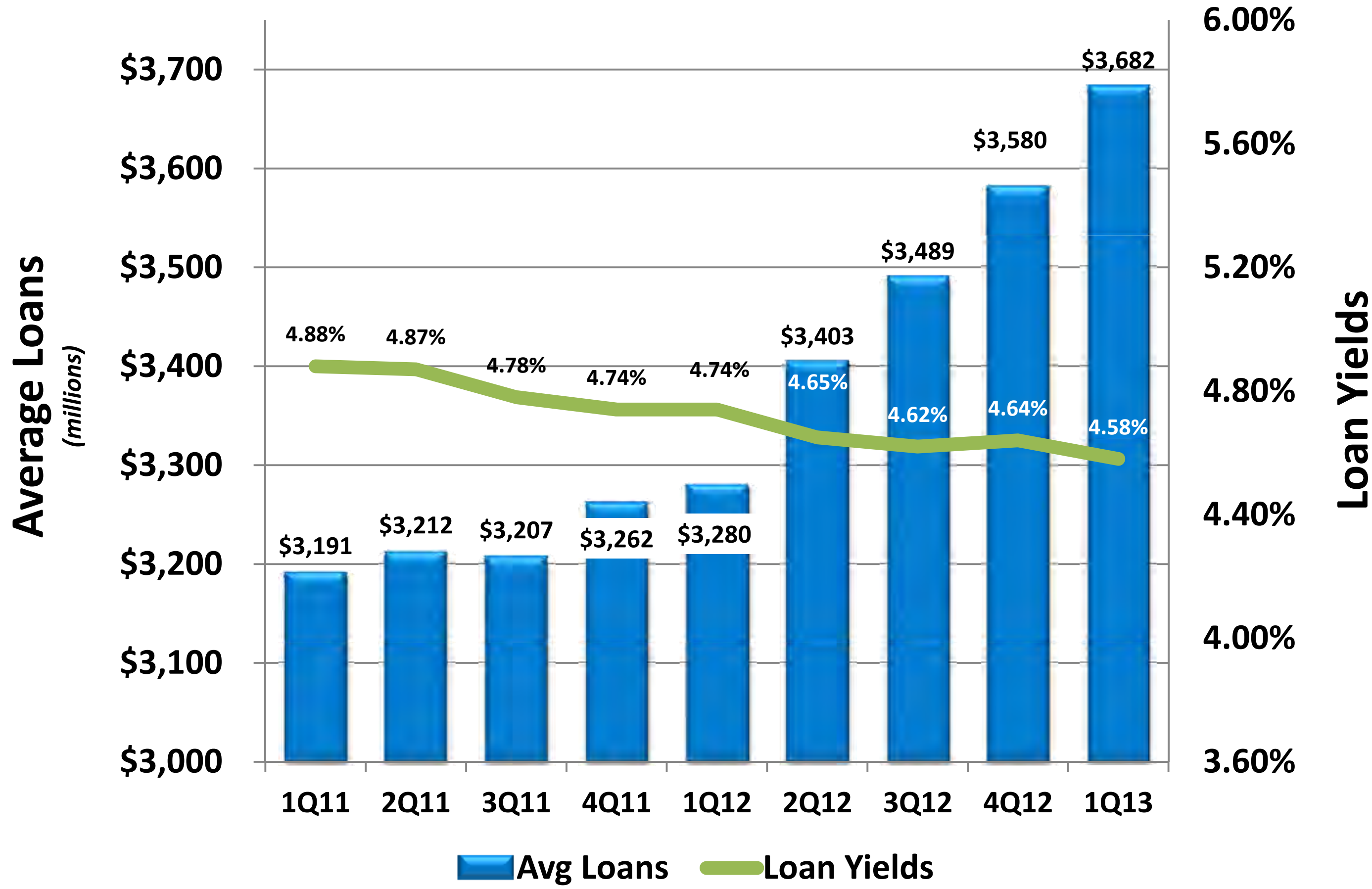
Tangible Common Equity Per Share



*Source: SNL Financial – *Total revenues and noninterest income exclude nonrecurring items and investment gains and losses*

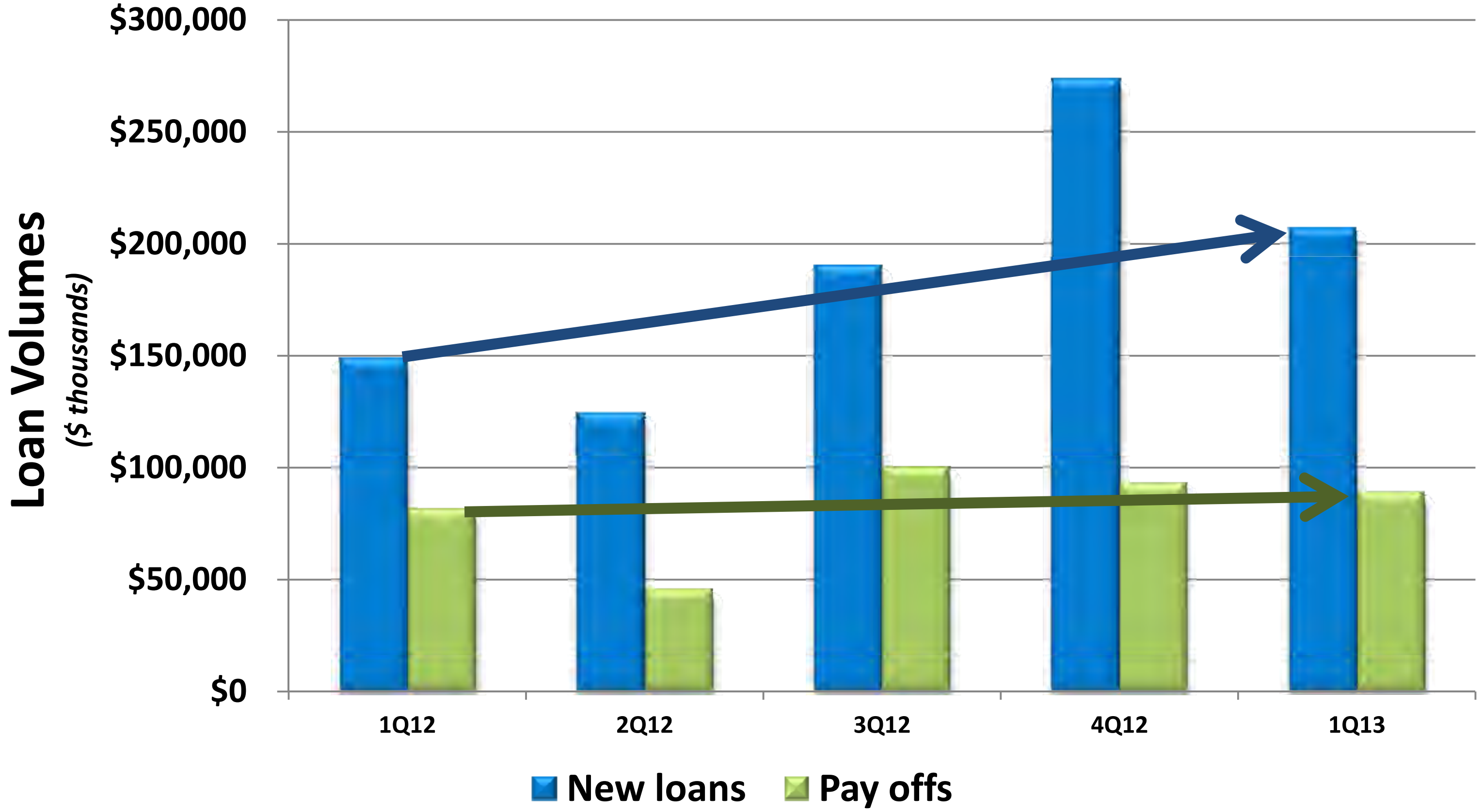
First Quarter 2013 Highlights

Loan volumes grew meaningfully with modest yield compression



First Quarter 2013 Highlights

Loan originations outpaced substantial pay offs



Source: New loans consider only those balances at quarter end with new tax identification numbers which were not present at the beginning of the current quarter. Pay-offs include only those tax identification numbers which were removed from our loan systems at the current quarter end, but had a loan balance > $0 as of the beginning of the current quarter. As a result, the chart above does not include net changes in lines of credit or normal recurring amortization to existing loan balances.

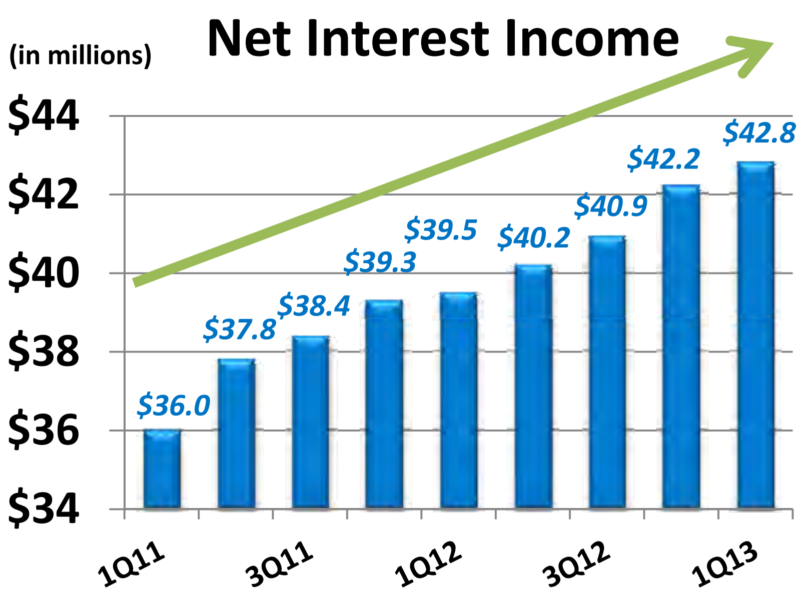
Pinnacle FINANCIAL PARTNERS

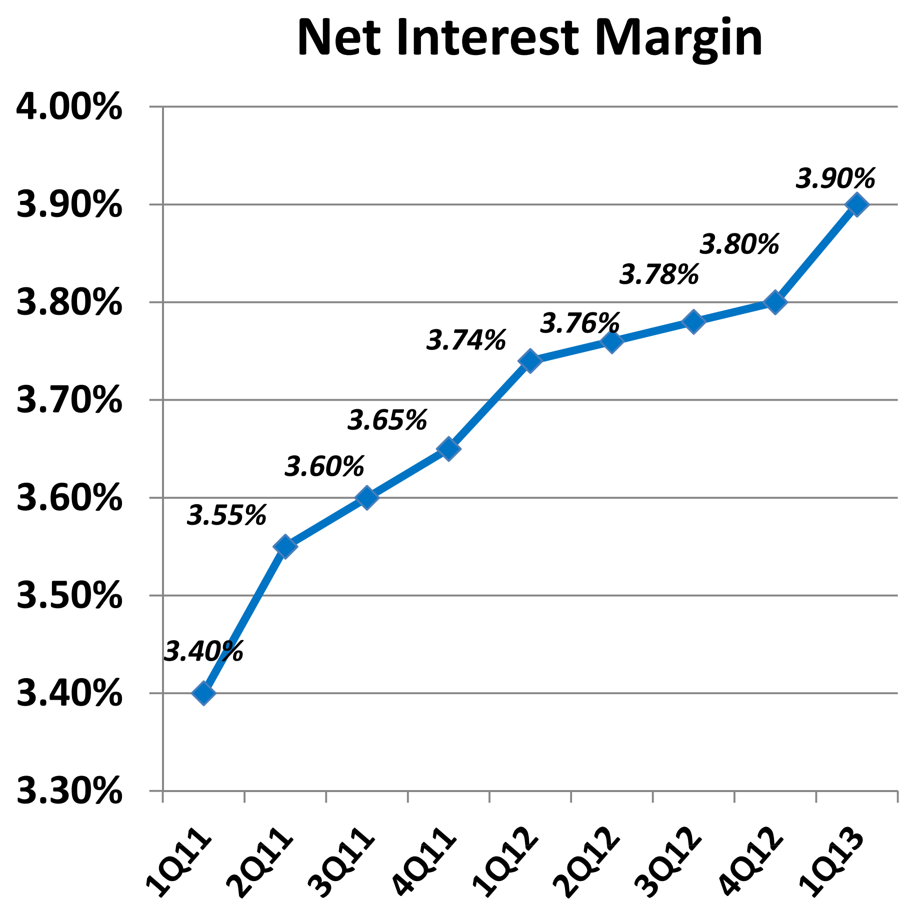
First Quarter 2013 Highlights

Net interest income and margin continued to expand

Key Revenue Drivers:

- Higher loan volumes
- Reduced funding costs with improving deposit mix
- FHLB advance restructuring

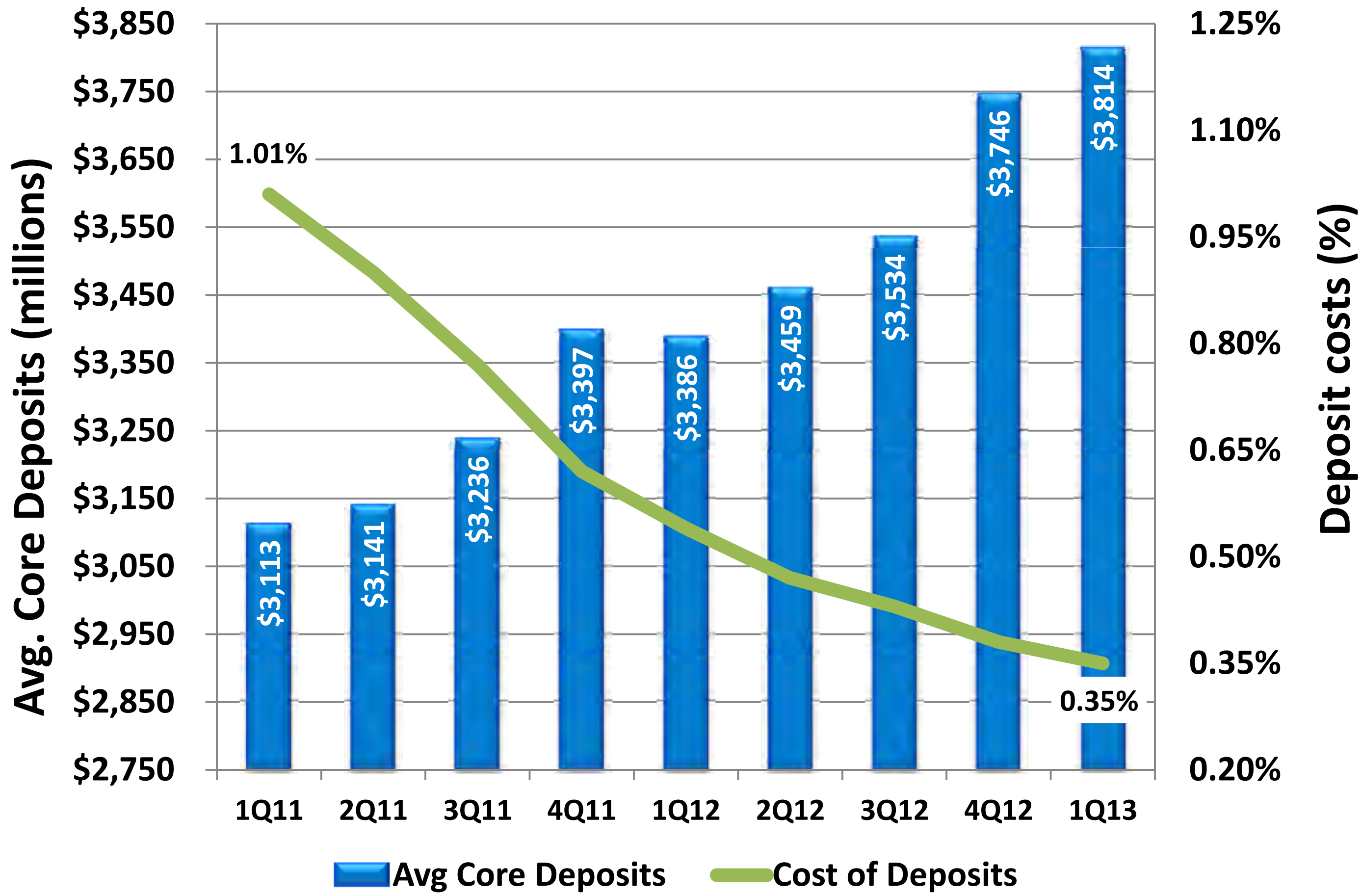




Pinnacle Financial Partners

First Quarter 2013 Highlights

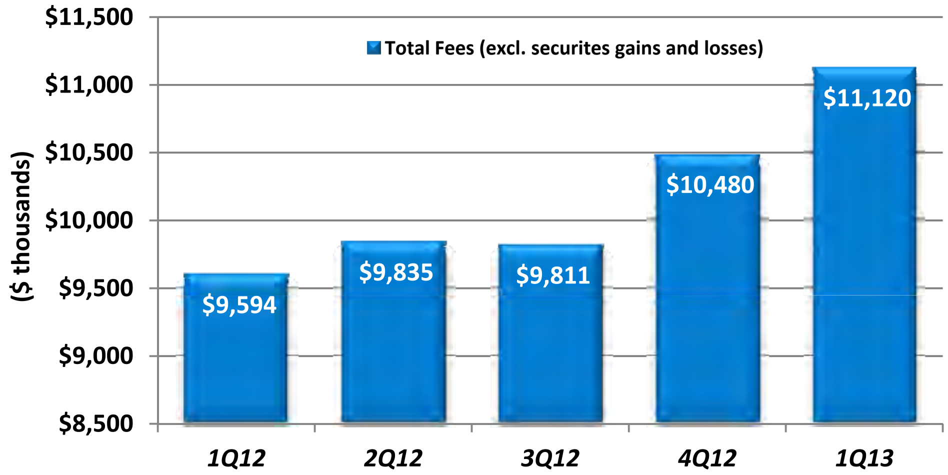
Reduction in cost of deposits contributed to margin expansion



Pinnacle FINANCIAL PARTNERS

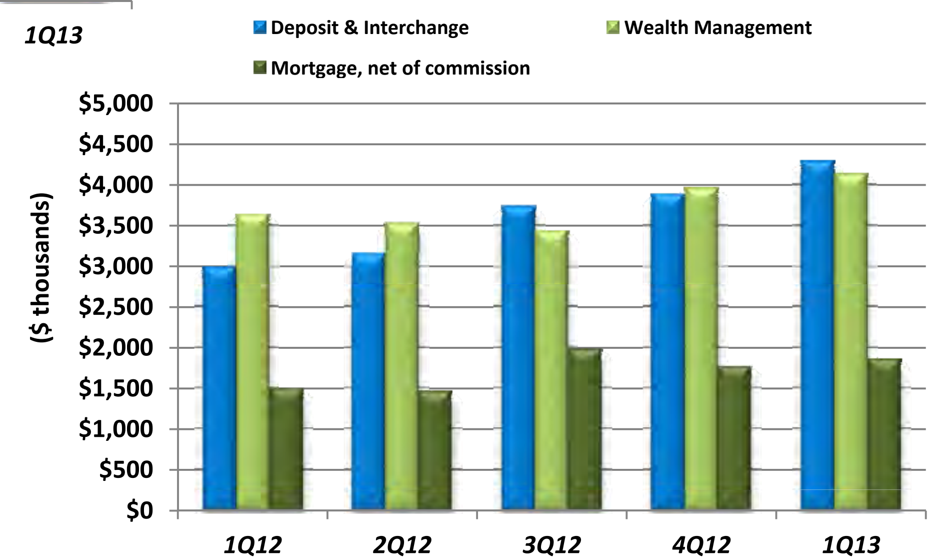
First Quarter 2013 Highlights

Core fees progressed to highest level in firm history



Year-over-year Increases

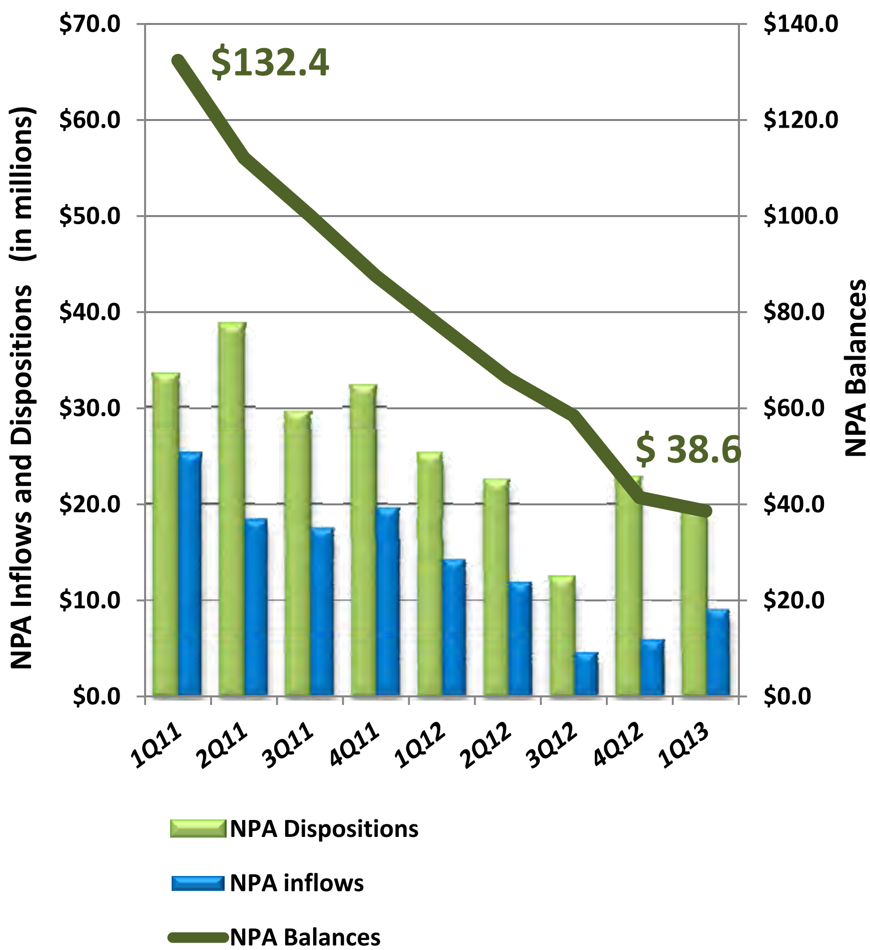
- Deposit & Interchange - 13.2%
- Wealth Management - 23.1%
- Mortgage, net of commission – 10.7%
- Noninterest income excl. securities gains and losses – 21.0%

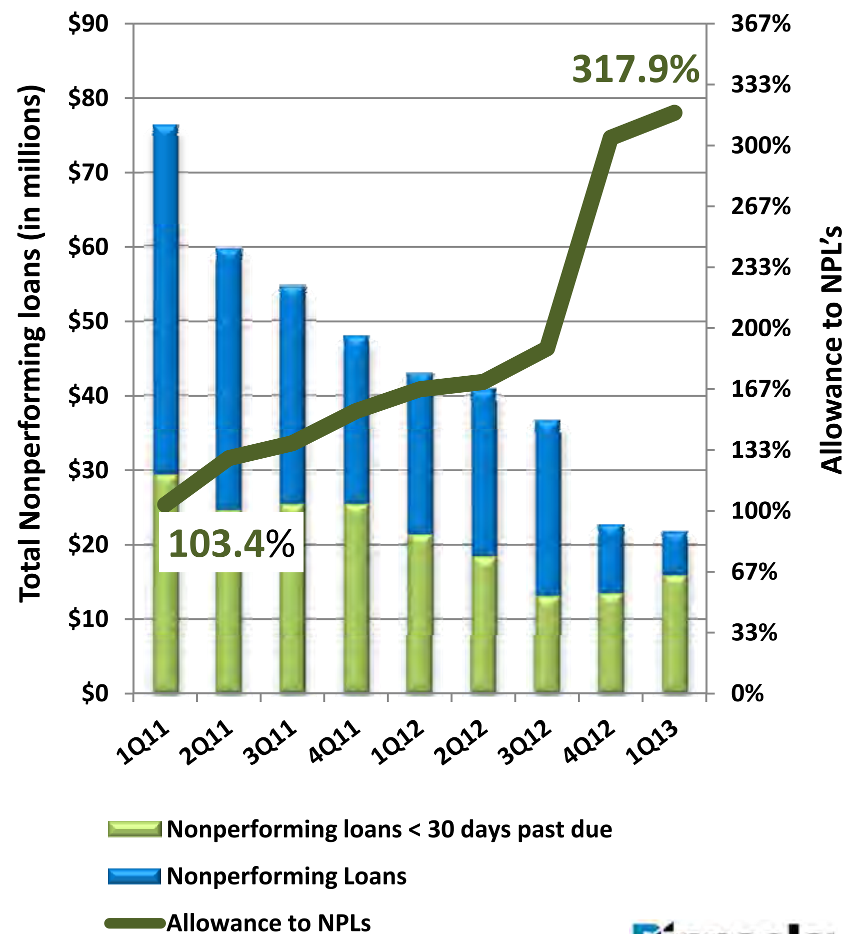


Pinnacle FINANCIAL PARTNERS

First Quarter 2013 Highlights

Reduction of NPA's and increased reserve coverage continued

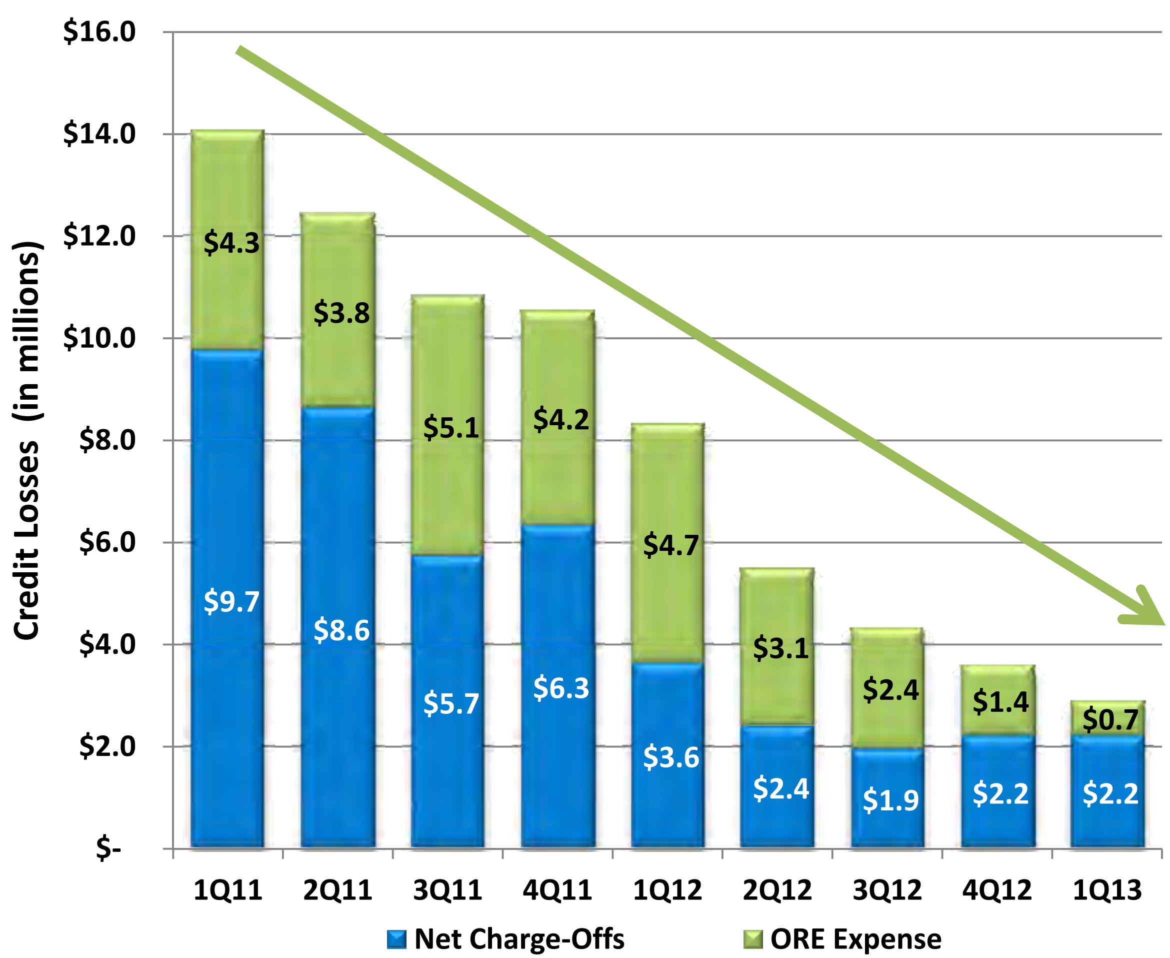




Pinnacle FINANCIAL PARTNERS

First Quarter 2013 Highlights

Credit costs continued to decline in concert with NPA reductions



Pinnacle FINANCIAL PARTNERS

First Quarter 2013 Highlights

Operating leverage continued to expand

	1Q13	4Q12	3Q12	2Q12	1Q12
Salaries and benefits	$19,572	$19,556	$19,470	$19,237	$19,793
Equipment and occupancy	5,113	5,202	5,156	5,053	4,374
Other real estate owned	721	1,365	2,399	3,104	4,676
Marketing and Bus. Dev.	791	1,276	835	740	785
Supplies and postage	592	563	638	616	563
Intangible amortization	521	683	683	686	686
Other expenses:					
FHLB restructuring charges	877	2,092	-	-	-
Other expenses	4,253	4,114	4,397	4,479	4,943
Total noninterest expense	$32,440	$34,851	$33,578	$33,915	$35,820
Efficiency ratio	59.3%	63.0%	65.4%	67.7%	72.4%

Total noninterest expense – excluding ORE and FHLB restructuring charges	*$30,842*	*$31,395*	*$31,179*	*$30,811*	*$31,144*
Efficiency ratio, excl. gain on sale of securities, ORE and FHLB restructuring charges	*56.4%*	*58.8%*	*60.6%*	*61.6%*	*63.1%*

First Quarter 2013 Highlights

Adjusted PTPP expanded 30.9% in 1Q13 over the same period prior year

(000's)	1Q13	4Q12	3Q12	2Q12	1Q12
Net interest income	$42,758	$42,243	$40,932	$40,185	$39,504
Total noninterest income	11,902	13,108	10,430	9,910	9,949
Total revenue	54,660	55,351	51,362	50,095	49,453
Total noninterest expense	32,440	34,851	33,578	33,915	35,820
Pre-tax, pre-provision income	22,220	20,500	17,784	16,180	13,633
Adjustments to PTPP:					
(Gains) losses on sale of securities	-	(1,988)	50	(99)	(114)
Other real estate expenses	721	1,365	2,399	3,104	4,676
FHLB restructuring charges	877	2,092	-	-	-
Adjusted PTPP	$23,818	$21,969	$20,233	$19,185	$18,195
Adjusted PTPP/Average Assets	1.91%	1.77%	1.67%	1.59%	1.53%

Pinnacle FINANCIAL PARTNERS

Compelling Business Case

Pinnacle is progressing toward its long-term profitability targets

Asset growth is the key

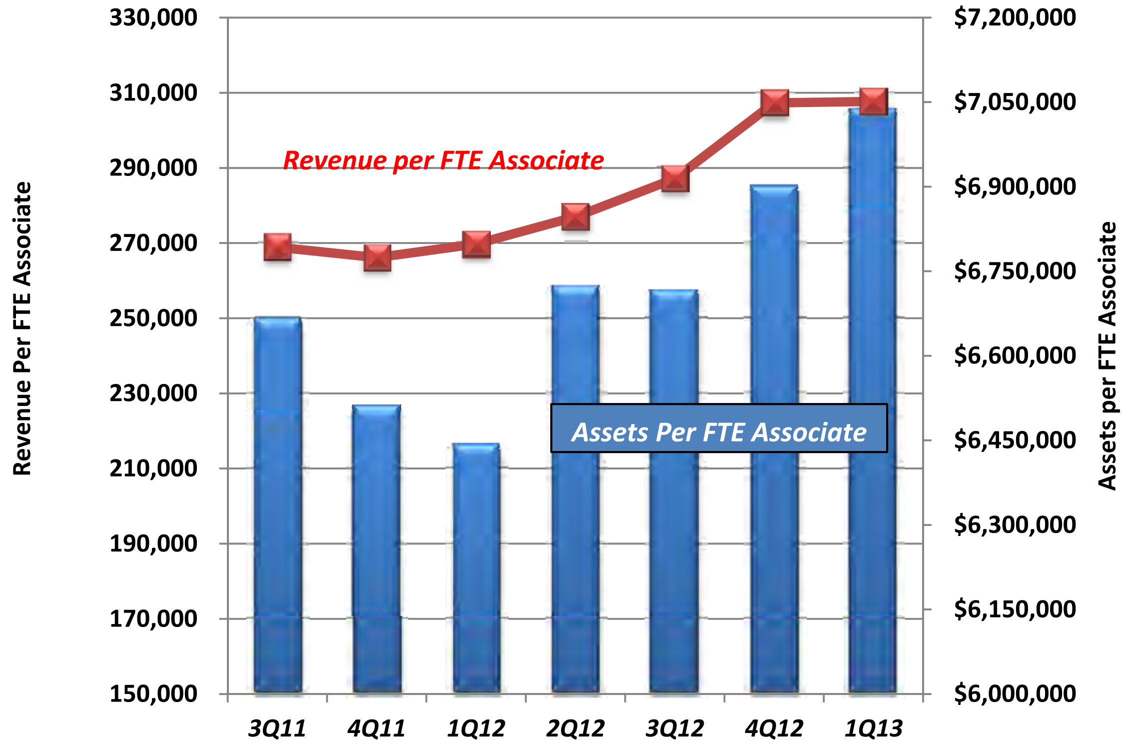
Ratio	PNFP 1Q12	PNFP 2Q12	PNFP 3Q12	PNFP 4Q12	PNFP 1Q13	PNFP Long-term Targets
NIM	3.74%	3.76%	3.78%	3.80%	3.90%	3.70%-3.90%
Net Charge-offs	0.44%	0.28%	0.22%	0.24%	0.24%	0.20%-0.35%
Noninterest Income / Total Average Assets	0.81%(1)	0.81%(1)	0.86%(1)	0.89%(1)	0.95%(1)	0.70%-0.90%
Noninterest Expense / Total Average Assets	2.60%(2)	2.56%(2)	2.55%(2)	2.52%(2)	2.46%(2)	2.10%-2.30%
ROAA	0.60%	0.65%	0.93%	0.94%	1.09%	1.10%-1.30%

(1)- Calculation excludes net gains and losses on the sale of investment securities
(2) - Calculation excludes OREO expense and FHLB prepayment charges

Pinnacle FINANCIAL PARTNERS

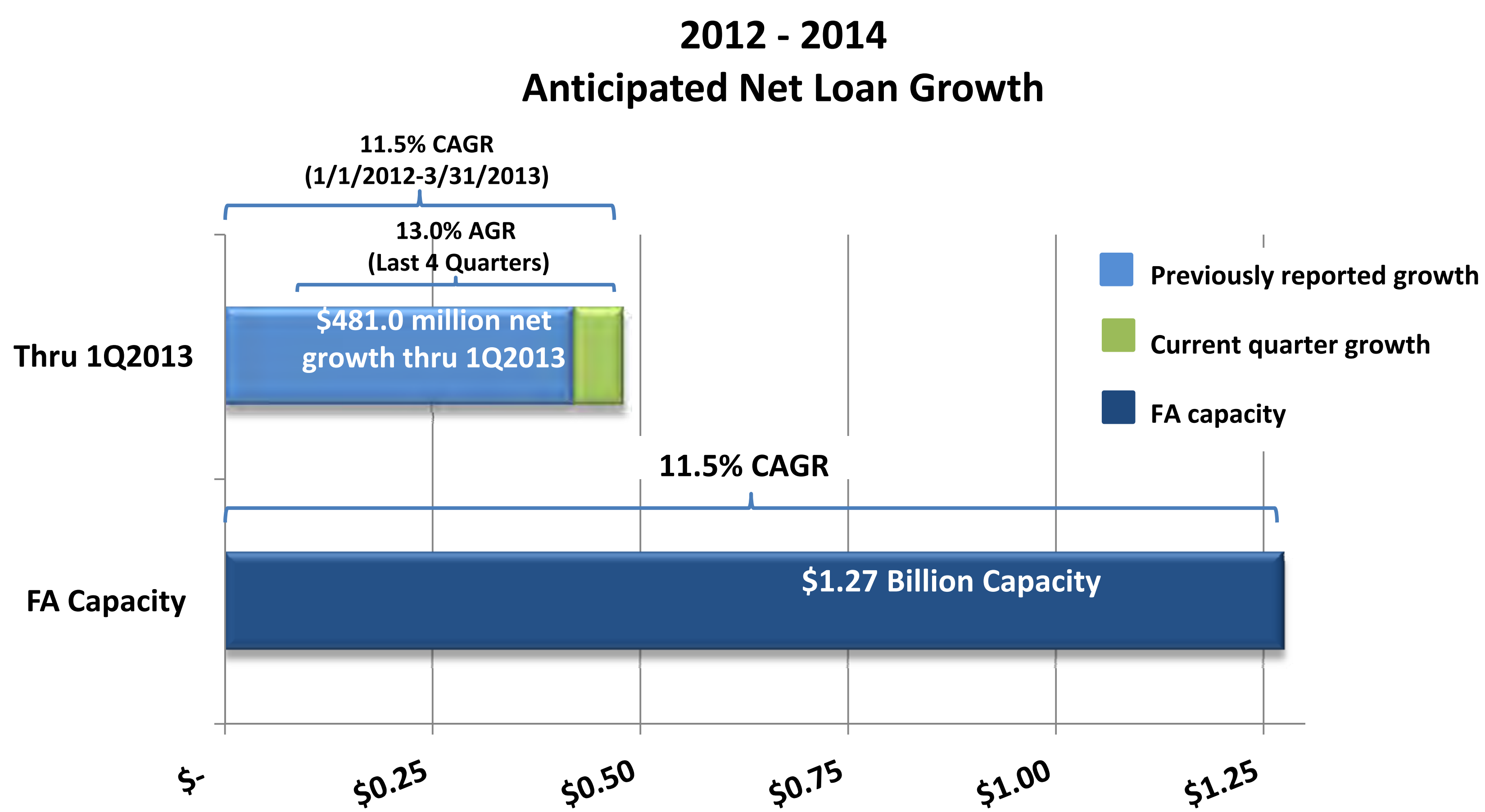
Compelling Business Case

Pinnacle continued to leverage existing infrastructure



Compelling Business Case

Existing lenders are leveraging capacity to take share and grow loans



Compelling Business Case

"Best in Class" sales and client satisfaction support growth outlook

1st Place Sales Performance	1st Place Client Satisfaction Performance
Noncustomer response • Would add provider	***Brand Image*** • Values long-term relationships • Broad range of products / services
Solicitation effectiveness • Willingness to lend at competitive pricing • Initiates new and valuable ideas • Advice on optimizing cash flow • Bank you can trust	***Relationship Manager*** • Understanding of industry • Top management support • Knowledge of treasury management services • Effectively coordinating product specialists
Product Cross-sell • Primary business checking • Overall treasury management • Loans / Lines of credit	***Branch Experience*** • Ability to resolve problems • Access to decision makers • Knowledgeable staff
Loyalty – Very likely to recommend	***Financial stability***
	Overall client satisfaction

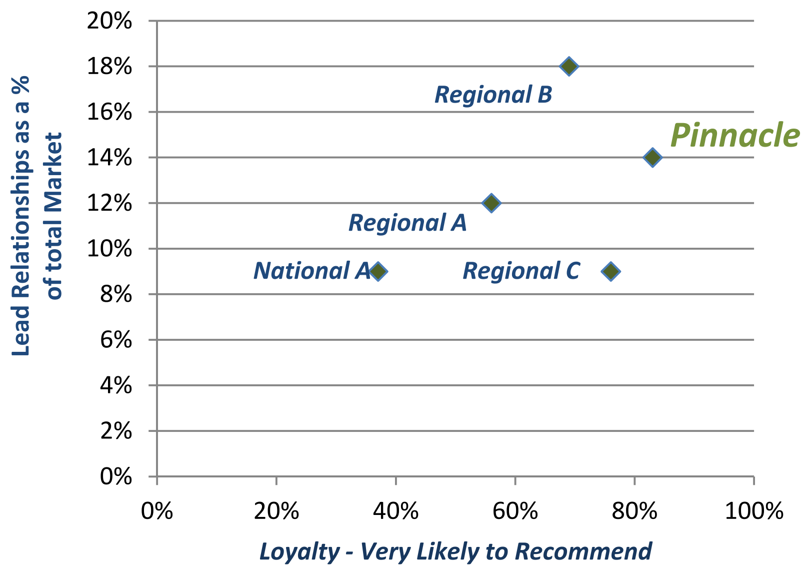
Best in class is based on the top 5 banks in lead relationship share.

Greenwich Associates Market Tracking Program – Sales of $1 Million to $500 Million – Jan. – Nov. 2012 Nashville and Knoxville combined – 622 completed interviews – Blind study, no bank identified as sponsor during interview

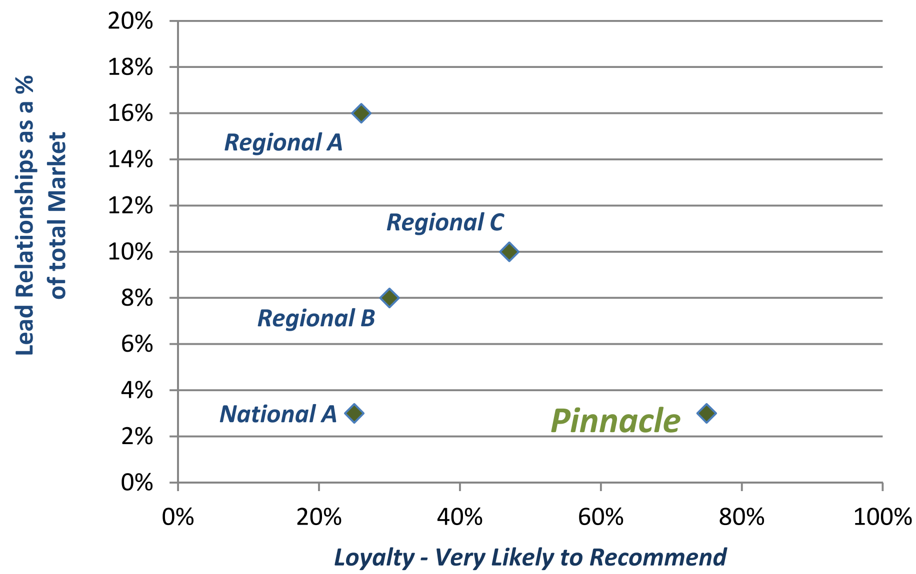
Compelling Business Case

Market share and client loyalty trends support growth outlook

Nashville



Knoxville



Question: Which bank do you consider to be your company's lead bank? How likely are you to recommend a company with similar needs to your lead bank?

Greenwich Associates Market Tracking Program – Sales of $1 Million to $500 Million – – Jan. – Nov. 2012
Nashville and Knoxville combined – 622 completed interviews – Blind study, no bank identified as a sponsor during interview

Compelling Business Case

Margin outlook for 2013 is consistent with the targeted range

Opportunities:
1. Loan growth
2. Continued reduction in cost of funds
3. FHLB restructuring accomplished over last two quarters
Threats:
4. Loan yields will continue to re-price below current yields

Anticipated 2013 Margin Range	**3.70% to 3.80%**

Pinnacle FINANCIAL PARTNERS

Compelling Business Case

Management's Focus for 2Q 2013

- Continued progress toward achievement of long-term financial metrics
  - Continued loan growth
  - Contain expenses

Q&A –
First Quarter 2013 Investor Call

Terry Turner, President and CEO
Harold Carpenter, EVP and CFO

April 16, 2013

Pinnacle[SM]
FINANCIAL PARTNERS

Supplemental Information
First Quarter 2013 Investor Call

Terry Turner, President and CEO
Harold Carpenter, EVP and CFO

April 16, 2013

Pinnacle[SM]
FINANCIAL PARTNERS

Supplemental Information

Pinnacle FINANCIAL PARTNERS

Supplemental Information

Balance Sheet

Balance Sheet

Loan portfolio components are within targeted ranges

	Amts. *1Q13*	%'s *1Q13*	Amts. *4Q12*	%'s *4Q12*	Amts. *1Q12*	%'s *1Q12*	Amts. *1Q11*	%'s *1Q11*
C&D and Land	$306.4	*8.1%*	$313.6	*8.5%*	$281.6	*8.4%*	$300.7	*9.3%*
Consumer RE	675.6	*17.9%*	679.9	*18.3%*	688.8	*20.6%*	698.7	*21.7%*
CRE – Owner Occ.	618.3	*16.4%*	594.4	*16.0%*	590.4	*17.7%*	546.4	*17.0%*
CRE – Investment	574.6	*15.2%*	538.6	*14.5%*	491.7	*14.7%*	509.7	*15.8%*
Other RE loans	85.8	*2.3%*	45.2	*1.2%*	41.6	*1.3%*	46.4	*1.5%*
Total real estate	2,260.7	*59.9%*	2,171.7	*58.5%*	2,094.1	*62.7%*	2,101.9	*65.3%*
C&I	1,403.4	*37.2%*	1,446.6	*39.0%*	1,180.6	*35.4%*	1,047.7	*32.6%*
Other loans	108.2	*2.9%*	93.9	*2.5%*	63.2	*1.9%*	67.8	*2.1%*
Total loans	$3,772.4	*100.0%*	$3,712.2	*100.0%*	$3,337.9	*100.0%*	$3,217.4	*100.0%*

Pinnacle FINANCIAL PARTNERS

Balance Sheet

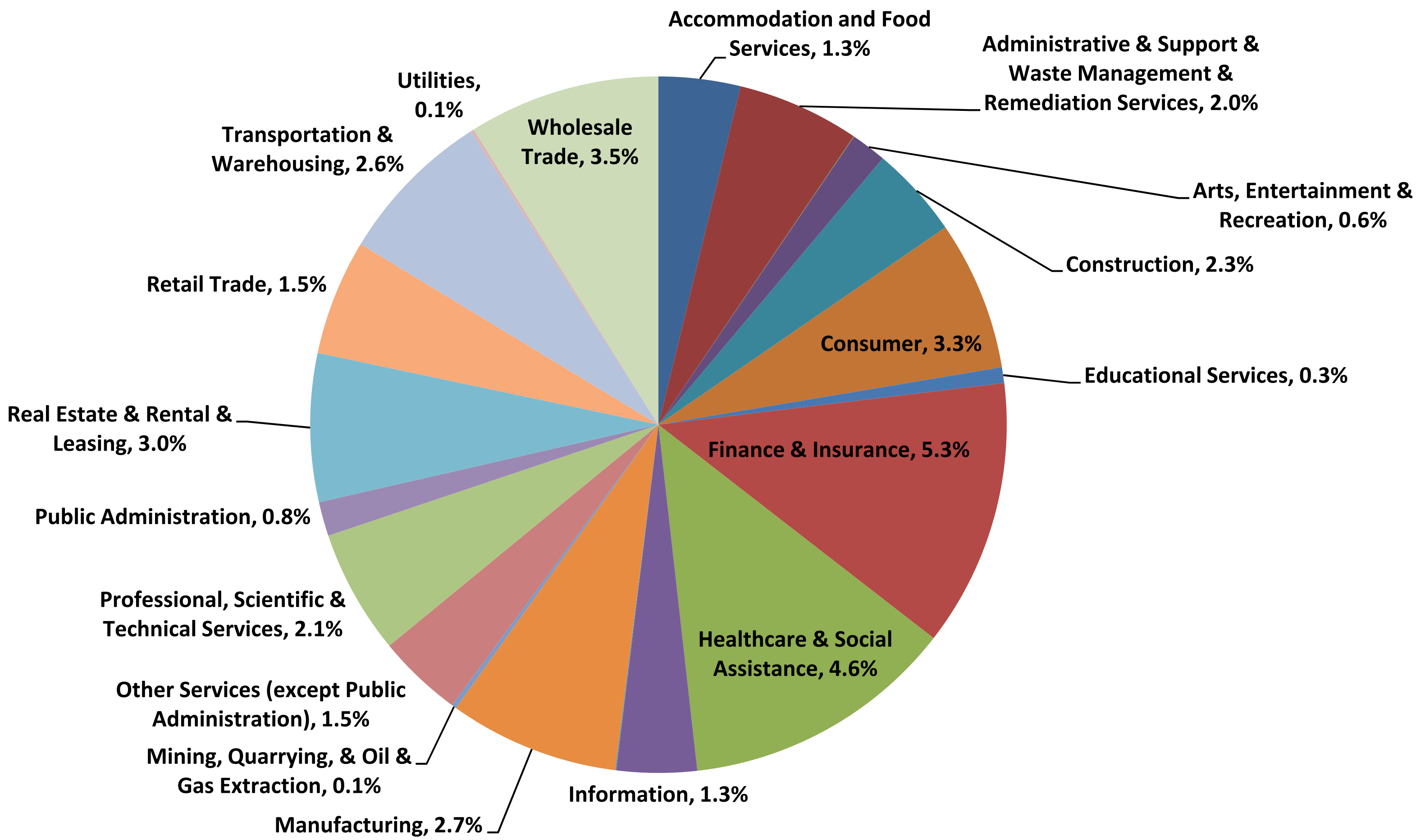
Exposure to residential land development is limited

	Amts. *1Q13*	%'s(*) *1Q13*	Amts. *4Q12*	%'s(*) *4Q12*	Amts. *1Q12*	%'s(*) *1Q12*	Amts. *1Q11*	%'s(*) *1Q11*
Residential – Spec	**$ 18.6**	***0.5%***	**$ 17.5**	***0.5%***	**$ 13.5**	***0.4%***	**$ 17.0**	***0.5%***
Residential – Custom	**16.5**	***0.4%***	**16.6**	***0.4%***	**9.7**	***0.3%***	**11.0**	***0.4%***
Residential – Condo	**4.2**	***0.1%***	**4.7**	***0.1%***	**5.9**	***0.2%***	**19.9**	***0.6%***
Commercial Construct.	**125.9**	***3.3%***	**123.0**	***3.3%***	**85.7**	***2.6%***	**39.7**	***1.2%***
Land Dev– Residential	**53.4**	***1.4%***	**57.9**	***1.6%***	**64.0**	***1.9%***	**97.5**	***3.0%***
Land Dev – Commercial	**86.2**	***2.3%***	**92.2**	***2.5%***	**83.1**	***2.5%***	**99.8**	***3.1%***
Land – Unimproved	**1.6**	***0.0%***	**1.7**	***0.0%***	**19.7**	***0.5%***	**15.8**	***0.5%***
Total C&D	**$ 306.4**	***8.1%***	**$ 313.6**	***8.4%***	**$ 281.6**	***8.4%***	**$ 300.7**	***9.3%***

(*) as a percentage of total loans

Balance Sheet

The C&I loan portfolio is highly diversified

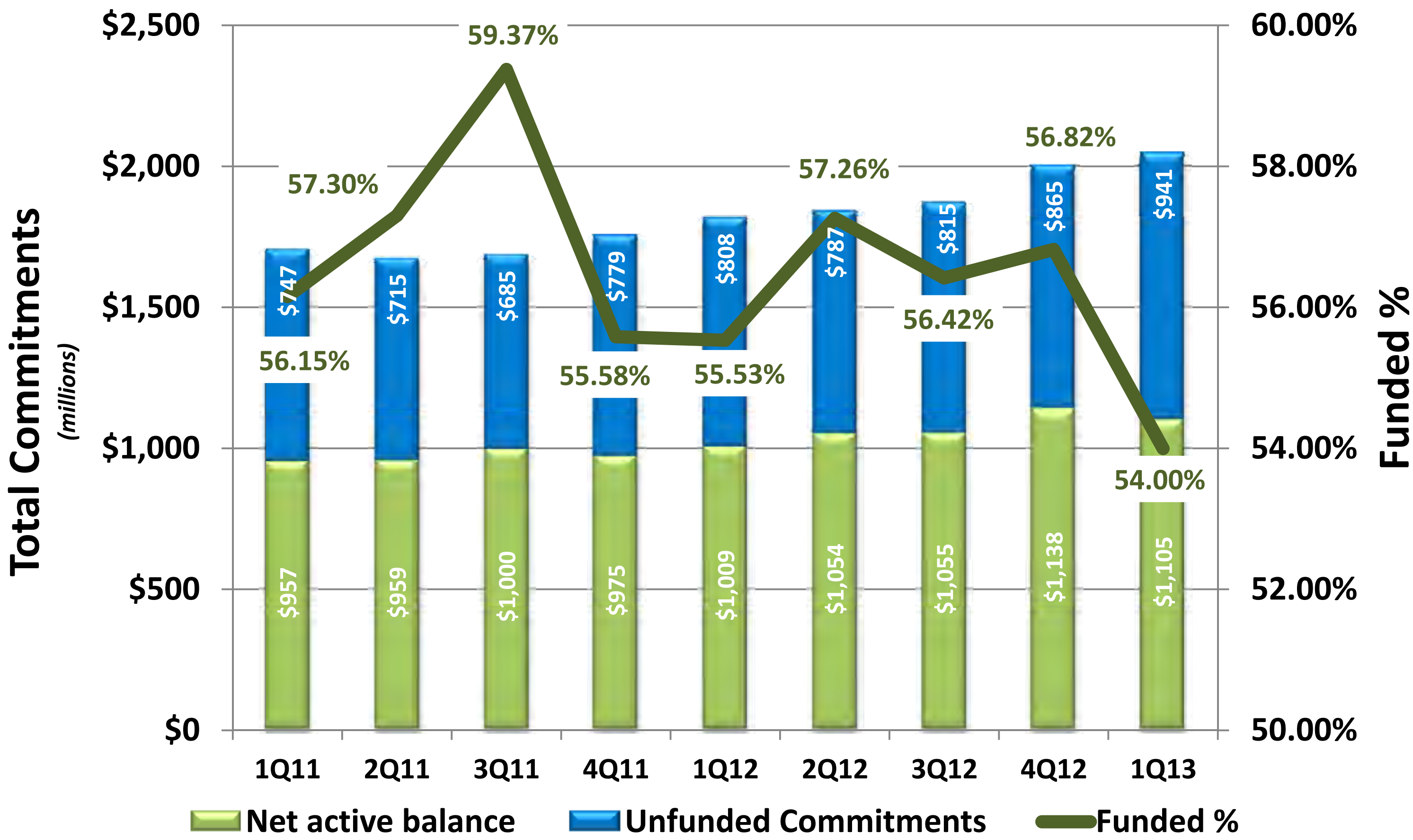


Basis: Classification based on NAIC sector as of March 31, 2013

Pinnacle FINANCIAL PARTNERS

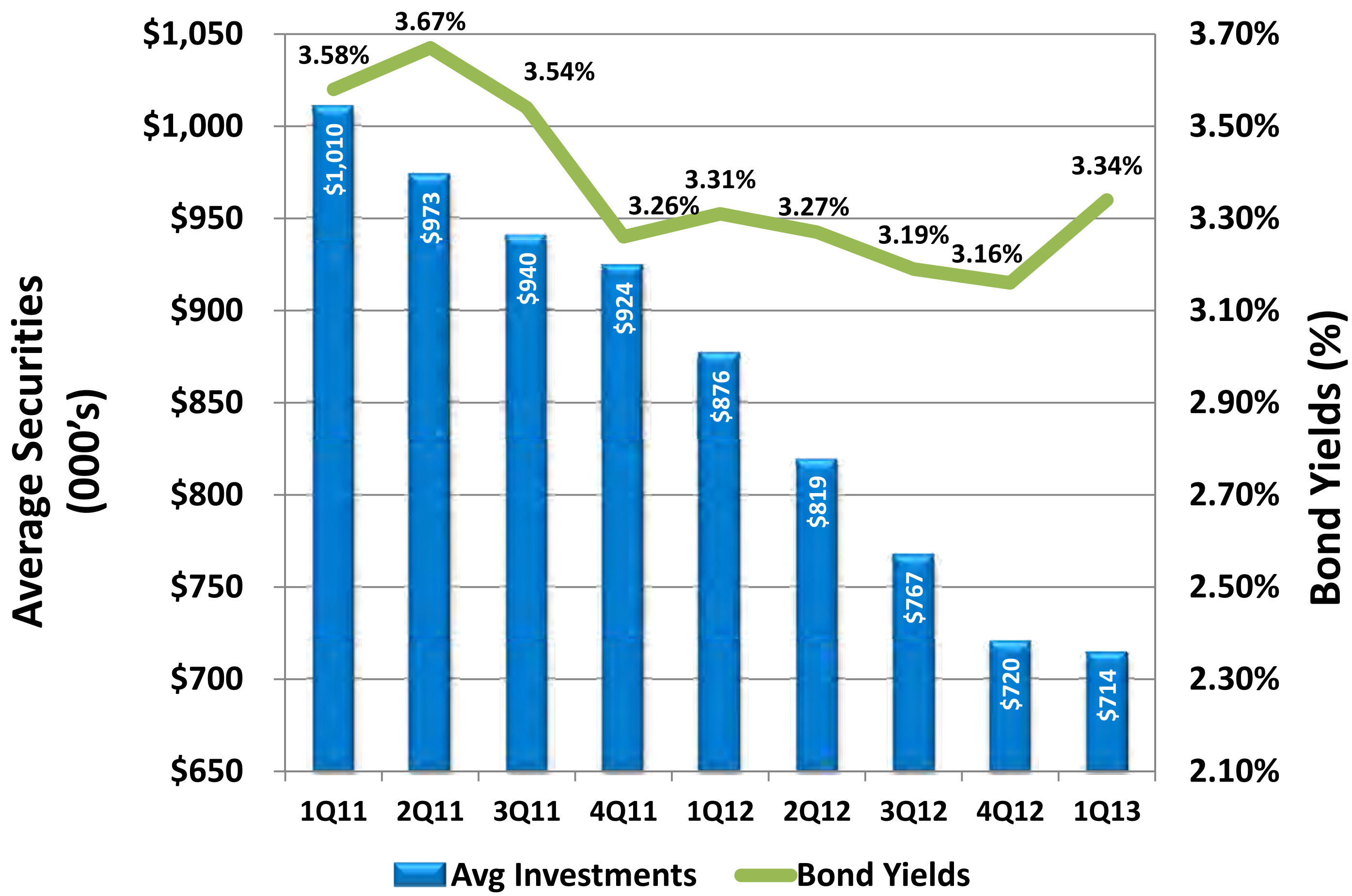
Balance Sheet

Unfunded commitments are growing, represent potential for funding growth



Balance Sheet

Bond volumes now stable as yields rise due to slowing pre-pay speeds



Pinnacle FINANCIAL PARTNERS

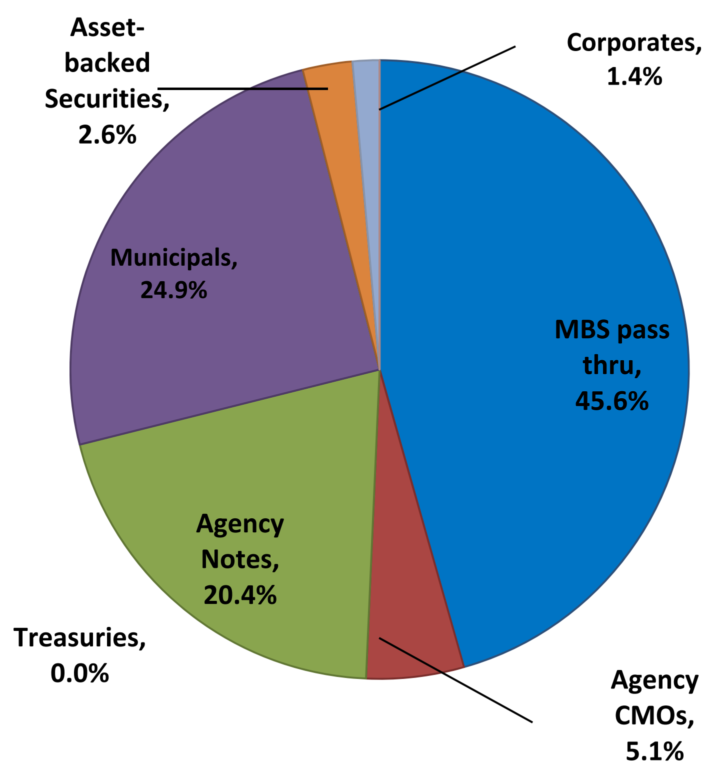
Balance Sheet

Conservative portfolio is well positioned for eventual rising rates

QTD Bond Activity		
(millions)	QTD	AVG rate
Purchases	$ 60.1	1.65%
Sales	-	-
Mat/Calls	($ 8.5)	1.89%
Pre-pays	($ 30.0)	2.95%

Average yield on bond portfolio = 3.34% (TEY)

Average life = 5.30 years
Effective Duration = 3.44%



As of March 31, 2013

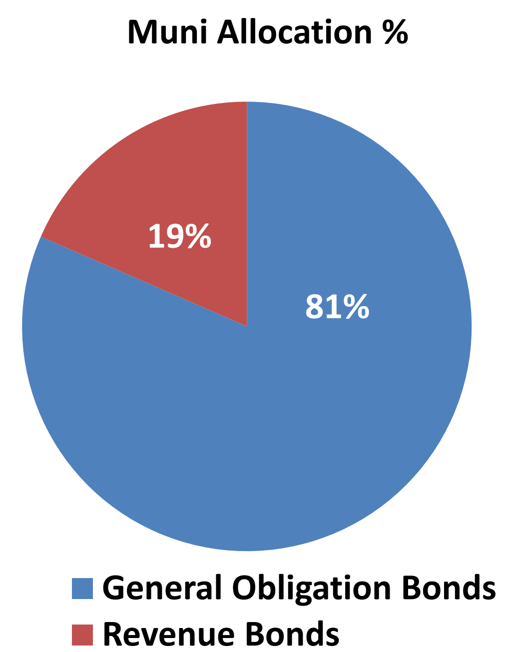
Balance Sheet

The municipal portfolio contains minimal risk

Municipal Bond Portfolio Statistics		
	1Q13	1Q12
Weighted Average Life	4.2 years	5.9 years
% State Agency Holdings	5.4%	4.80%
Tax equivalent yield	4.76%	4.90%
FMV as % of Cost	105.90%	107.10%

As of December 31, 2012

Location	# of Issuances	Balances	%
Tennessee	73	$ 40,559	21.9%
Florida	-	-	0.0%
California	2	784	0.4%
Nevada	-	-	0.0%
Michigan	11	5,554	3.0%
Illinois	20	15,974	8.6%
Other – 30 states	180	122,564	66.1%
Totals	286	$ 185,435	100.0%



All municipals are “A” rated or better.

Pinnacle Financial Partners

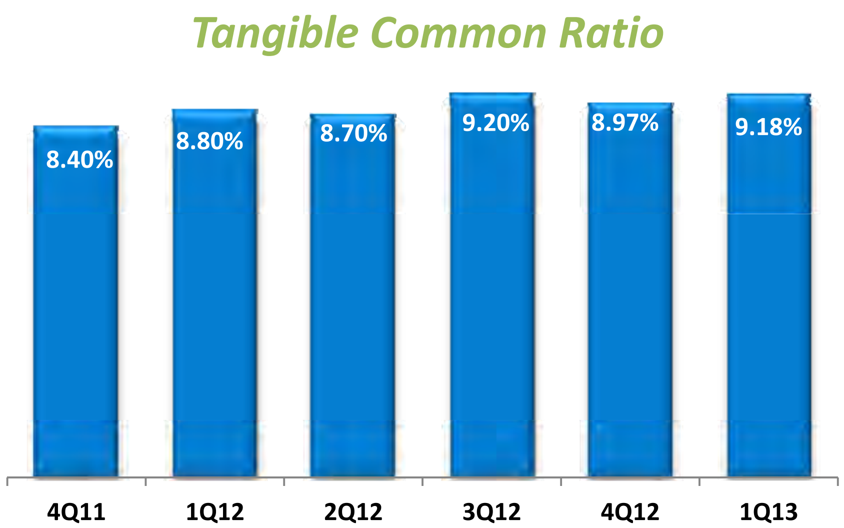
Balance Sheet

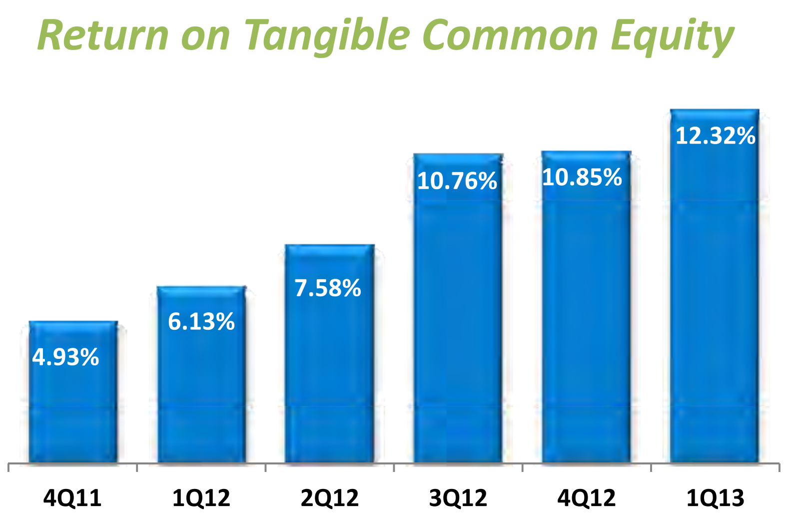
PNFP has limited dependence on non-relationship funding

	3/31/2013	Percent	3/31/2012	Percent
Core Funding:				
Transaction accounts	1,766,127	40.71%	1,451,664	35.87%
Money Market accounts	1,564,517	36.06%	1,497,843	37.01%
Time deposits less than $250,000	436,789	10.07%	464,994	11.49%
Total Core Funding	**3,767,433**	**86.84%**	**3,414,501**	**84.37%**
Non-core funding:				
Relationship based non-core funding:				
Time deposits				
Reciprocating time deposits	47,772	1.10%	95,028	2.35%
Other time deposits	87,690	2.02%	95,802	2.37%
Securities sold under agreements to repurchase	129,100	2.98%	118,089	2.92%
Total relationship based non-core funding	**264,562**	**6.10%**	**308,919**	**7.63%**
Wholesale funding:				
Time deposits greater than $250,000				
Public funds	-	0.00%	-	0.00%
Brokered deposits	-	0.00%	-	0.00%
FHLB advances	200,796	4.63%	226,032	5.59%
Federal funds purchased	-	0.00%	-	0.00%
Holding Company Loan	23,057	0.53%	-	0.00%
Subordinated debt	82,476	1.90%	97,476	2.41%
Total wholesale funding	306,329	7.06%	323,508	7.99%
Total non-core funding	**570,891**	**13.16%**	**632,427**	**15.63%**
Totals	**4,338,324**	**100.00%**	**4,046,928**	**100.00%**

Balance Sheet

Elevated tangible common is available for deployment





Pinnacle FINANCIAL PARTNERS

Supplemental Information

Asset Quality

Asset Quality

Past due loans remain very low

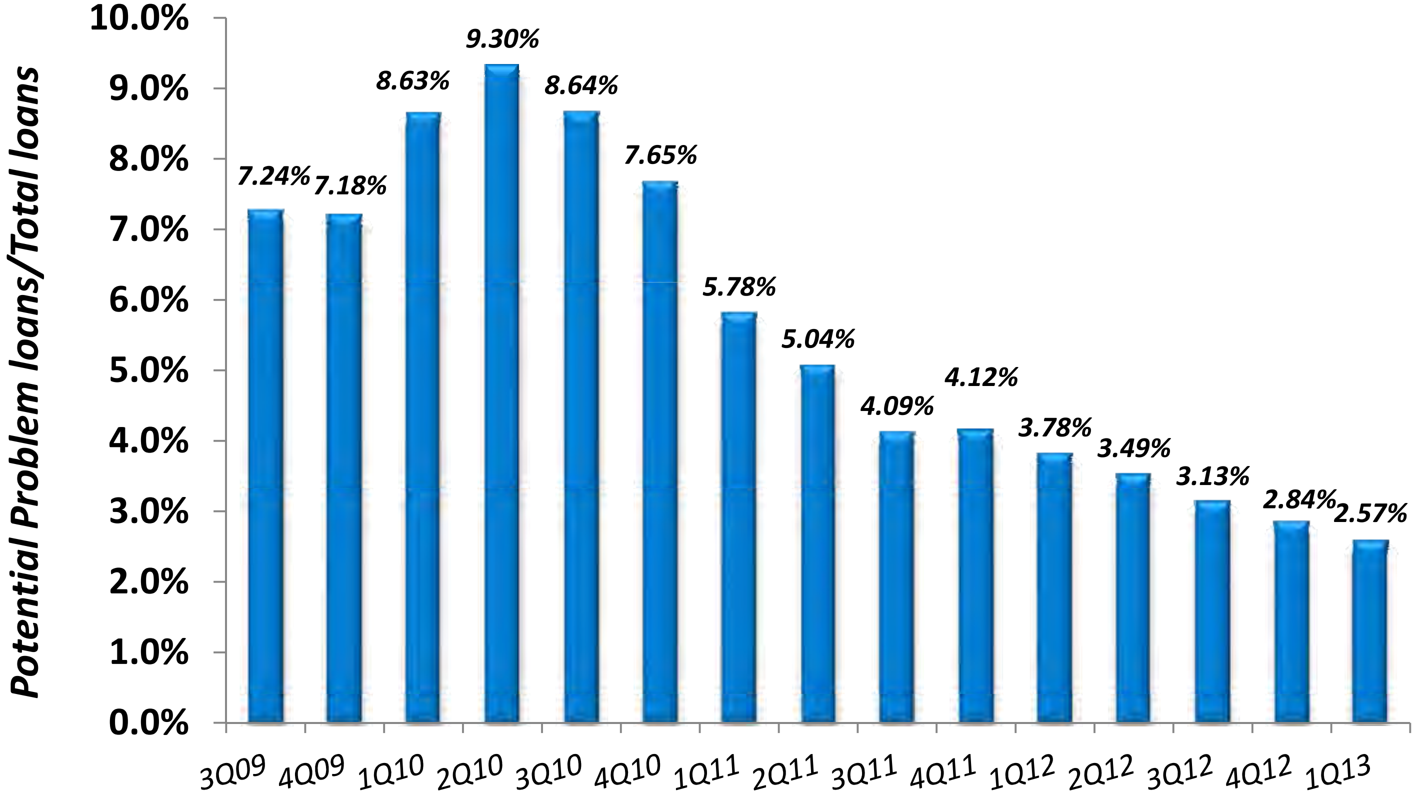
(000's)	March 31, 2013	As a % of total loans	December 31, 2012	As a % of total loans
Past Due Loans (*)				
Managed by special assets:				
Nonaccrual loans	$15,851	0.42%	$13,455	0.36%
Accruing loans	3,396	0.09%	7,944	0.21%
Managed by relationship managers:				
Accruing loans	*5,287*	*0.14%*	*2,932*	*0.08%*
Total past due	$24,534	*0.65%*	$24,331	*0.65%*

(*) ≥ 30 days past due

Pinnacle Financial Partners

Asset Quality

Percentage of potential problem loans continued to decline



Note: **Classified loans (or loans with an identified credit weakness) that continue to accrue interest are considered potential problem loans.**

Pinnacle FINANCIAL PARTNERS

Asset Quality

Classified assets decreased in 1Q13

	(in thousands)		
	Balances March 31, 2013	Balances Dec. 31, 2012	Balances March 31, 2012
Classified loans and ORE:			
- Substandard commercial loans	$ 132,750	$ 144,684	$ 179,040
- Doubtful commercial loans	4	33	587
- Other impaired loans	2,091	2,083	3,185
- 90 days past due and accruing (*)	152	-	821
- Other real estate	16,802	18,580	34,019
- Other repossessed assets	26	63	3
Total	$ 151,825	$ 165,443	$ 217,655
Pinnacle Bank classified asset ratio	26.4%	29.4%	39.3%

(*) Includes loans 90 days past due and accruing not included elsewhere

Asset Quality

NPLs continued to decline

NPLs Expressed as a % of Total Loans within each Category

	PNFP NPLs and > 90 days 1Q13	PNFP NPLs and > 90 days 4Q12	PNFP NPLs and > 90 days 3Q12	PNFP NPLs and > 90 days *2Q12*	PNFP NPLs and > 90 days *1Q12*
Const. and land development	0.57%	1.44%	1.92%	2.09%	2.48%
CRE – Owner Occupied	1.18%	1.36%	1.80%	1.84%	2.02%
CRE – Investment	0.68%	0.21%	0.75%	0.75%	1.04%
Total real estate	0.93%	0.82%	1.46%	1.63%	1.72%
C&I	0.10%	0.21%	0.38%	0.44%	0.61%
Total loans	0.60%	0.61%	1.04%	1.19%	1.31%

Pinnacle FINANCIAL PARTNERS

Asset Quality

ORE is 43.5% of NPAs with resolution in bank's control

	Balances March 31, 2013 (dollars in thousands)	Fair value as a % of book value*	Average Appraisal Age in Months
ORE categories:			
Developed lots	$ 1,690	207.8%	8.15
Undeveloped land	12,222	125.4%	5.69
Other	2,890	135.3%	4.93
Total ORE	$ 16,802	140.9%	6.14

- **Largest ORE balance - $4.1M**

**** Excludes costs to sell***

Pinnacle Financial Partners

Asset Quality

Current OREO valuations are below historical disposition results

	ORE Dispositions (*) thru March 31, 2013	*ORE Balance at March 31, 2013*
Loan balances prior to charge offs	**100.0%**	**100.0%**
Charge off's prior to foreclosure	17.5%	26.2%
Balance @ foreclosure	**82.5%**	**73.8%**
Valuation losses while in ORE	24.3%	29.9%
Balance in ORE	**58.2%**	**43.9%**
Loss (gain) on disposition	(0.8)%	
Net realized	**59.0%**	

(*) ORE dispositions > $250,000 from 4/1/12 thru 3/31/13 excluding partial sales

Asset Quality

OREO disposition plans suggest limited unresolved issues

(dollars in thousands)	Balances March 31, 2013	Near-term liquidation (1)	Active Projects (2)	Other Properties (3)
ORE categories:				
Developed lots	**$ 1,690**	**$ 175**	**$ 1,515**	**$ -**
Undeveloped land	**12,222**	**543**	**9,543**	**2,136**
Other	**2,890**	**1,148**	**1,175**	**567**
Total ORE	**$ 16,802**	**$ 1,866**	**$ 12,233**	**$ 2,703**

(1) Market indications are that property will liquidate within 6 months
(2) Various properties with reasonable activity or anticipated absorption such that liquidation should be realized within 24 months
(3) Other properties likely requiring a speculative investor with longer-term workout potential

Pinnacle FINANCIAL PARTNERS

Supplemental Information

Income Statement

Income Statement

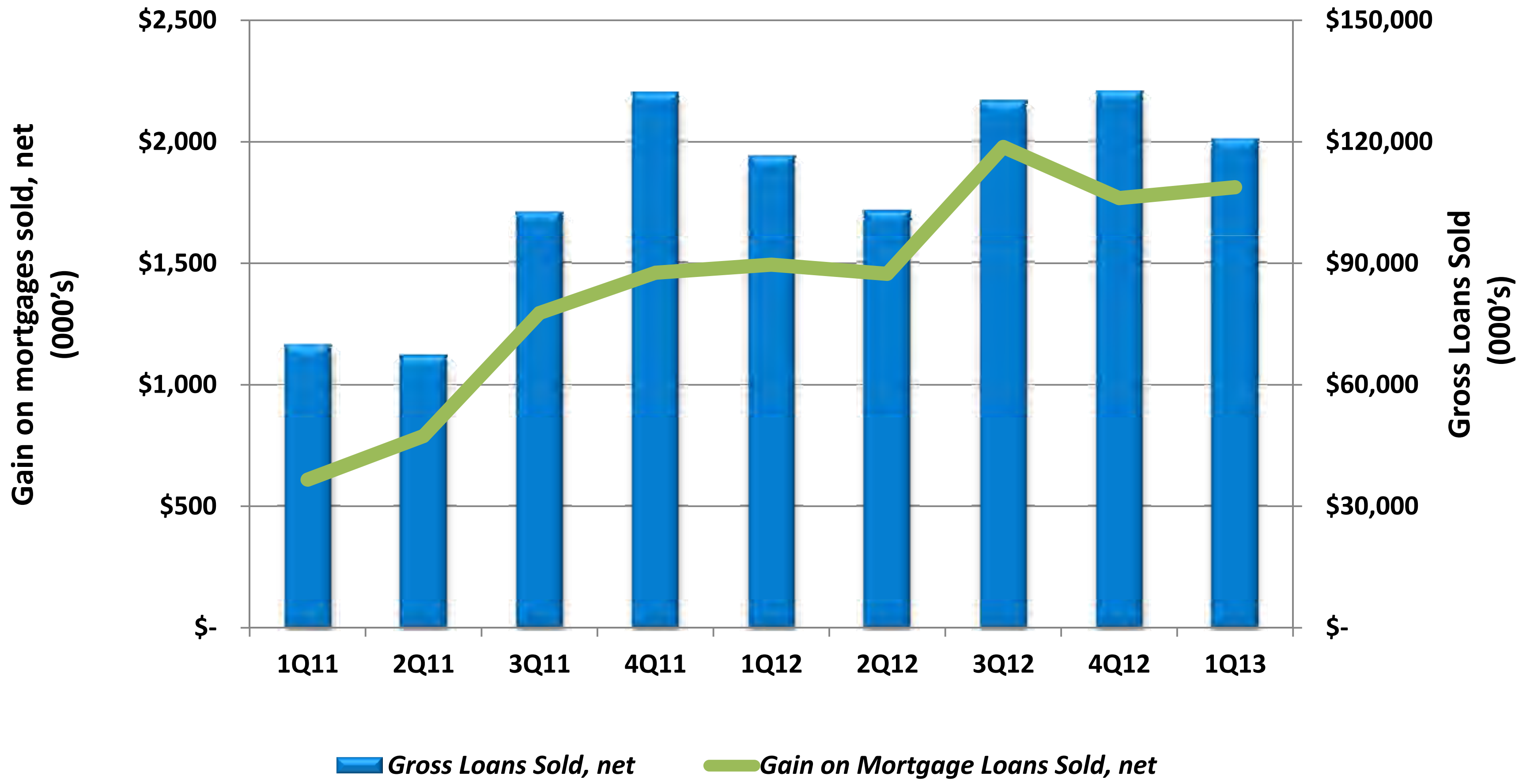
Core fees progressed to highest level in firm history

	1Q13	4Q12	3Q12	2Q12	1Q12
Service charges	$2,480	$2,623	$ 2,532	$ 2,439	$ 2,324
Investment services	1,793	2,051	1,677	1,611	1,646
Insurance commissions	1,393	1,045	987	1,141	1,288
Gain on mortgage loans sold, net	1,814	1,768	1,979	1,457	1,494
Trust fees	944	863	767	770	795
Other:					
Securities gains (losses)	-	1,988	(50)	99	114
Other	3,478	2,770	2,538	2,392	2,288
Total noninterest income	$11,902	$13,108	$ 10,430	$ 9,909	$ 9,949
Less: Securities gains (losses)	-	1,988	(50)	99	114
Core noninterest income	$11,902	$11,120	$ 10,480	$ 9,810	$ 9,835

Pinnacle FINANCIAL PARTNERS

Income Statement

Mortgage originations continued to be elevated



Income Statement

PNFP continues to improve operating leverage

	1Q13	4Q12	3Q12	2Q12	1Q12
Net interest income	$42,758	$42,243	$40,932	$40,185	$39,504
Total non-interest income	$11,902	$13,108	$10,430	$9,909	$9,949
Less: Securities (gains) losses	-	(1,988)	50	(99)	(114)
Non-interest income, excluding securities (gains) losses	$11,902	$11,121	$10,480	$9,810	$9,835
Total non-interest expense	$32,440	$34,851	$33,578	$33,915	$35,820
Less: ORE expenses	(721)	(1,365)	(2,399)	(3,104)	(4,676)
Less: FHLB restructuring charges	(877)	(2,092)	-	-	-
Non-Interest expense, excluding ORE expense and FHLB charges	$30,842	$31,394	$31,179	$30,811	$31,144
Adjusted pre-tax pre-provision income	$23,818	$21,969	$20,233	$19,185	$18,195
Efficiency ratio, excl. ORE, FHLB prepayment charges and securities gains	*56.4%*	*58.8%*	*60.6%*	*61.6%*	*63.1%*

Income Statement

PNFP is progressing toward strategic expense/ average asset target

	1Q13	4Q12	3Q12	2Q12	1Q12
Total non-interest expense	$32,440	$34,851	$33,578	$33,915	$35,820
Less: ORE expenses	(721)	(1,365)	(2,399)	(3,104)	(4,676)
Less: FHLB prepayment charges	(877)	(2,092)	-	-	-
Non-Interest expense, excl. ORE & FHLB prepayment charges	$30,842	$31,394	$31,179	$30,811	$31,144
Total Assets (Quarterly Average)	$4,992,018	$4,964,521	$4,860,394	$4,847,583	$4,820,951
Expense*/Total Average Assets	2.46%	2.52%	2.55%	2.56%	2.60%
Expense/Total Average Assets	2.59%	2.79%	2.76%	2.78%	2.96%

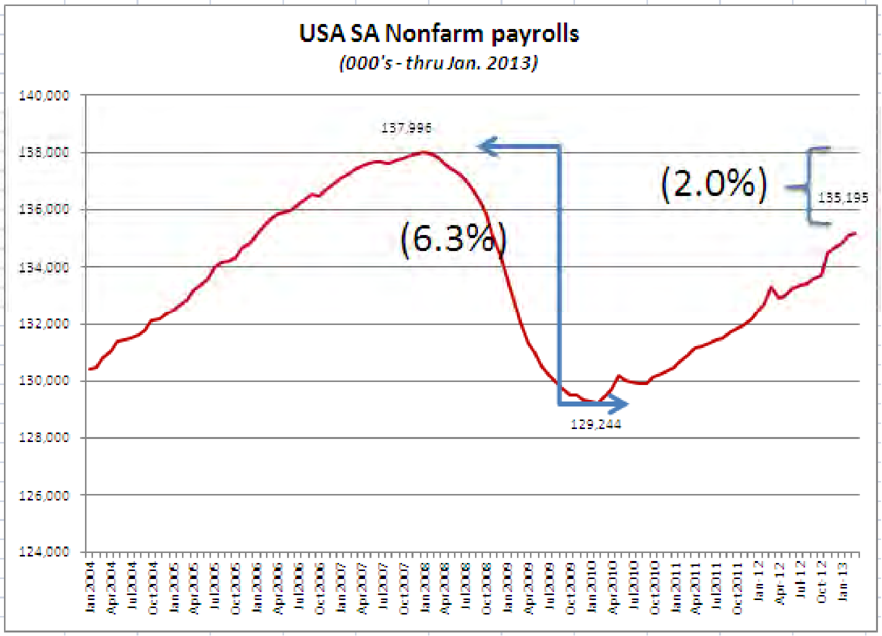
** Calculation excludes OREO expense and FHLB prepayment charges*

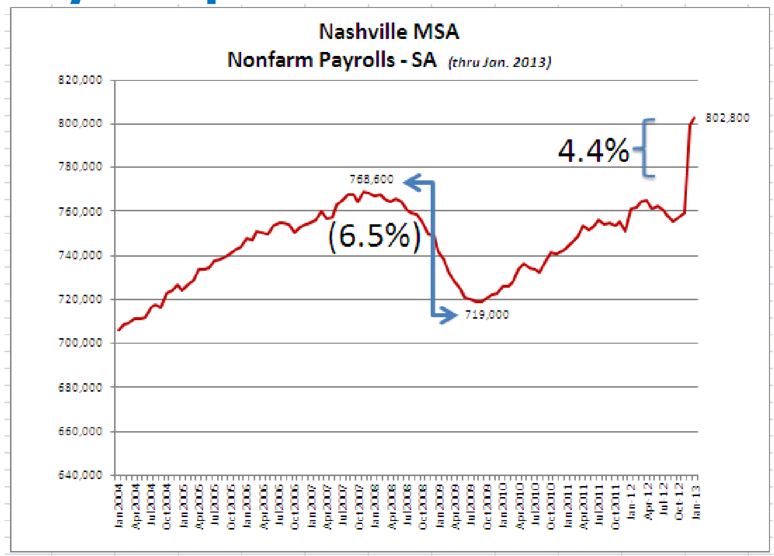
Supplemental Information

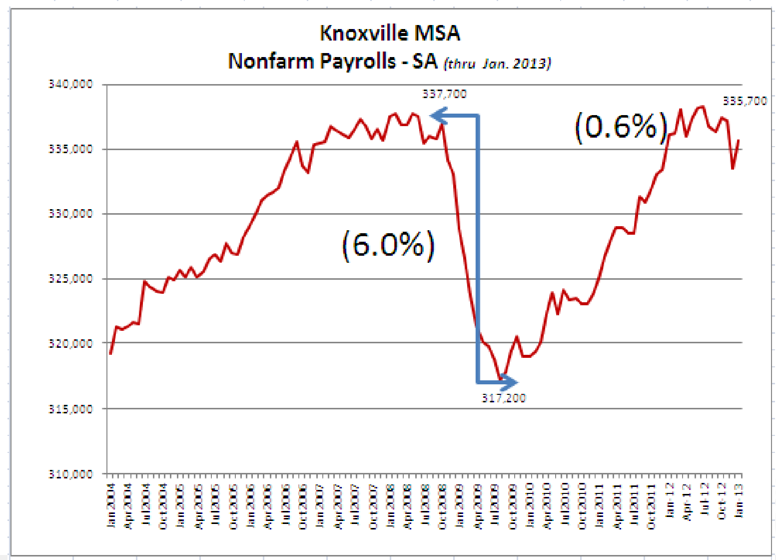
Economic Conditions
&
Other

Economic Conditions

Nashville's and Knoxville's job recovery outpaces the nation





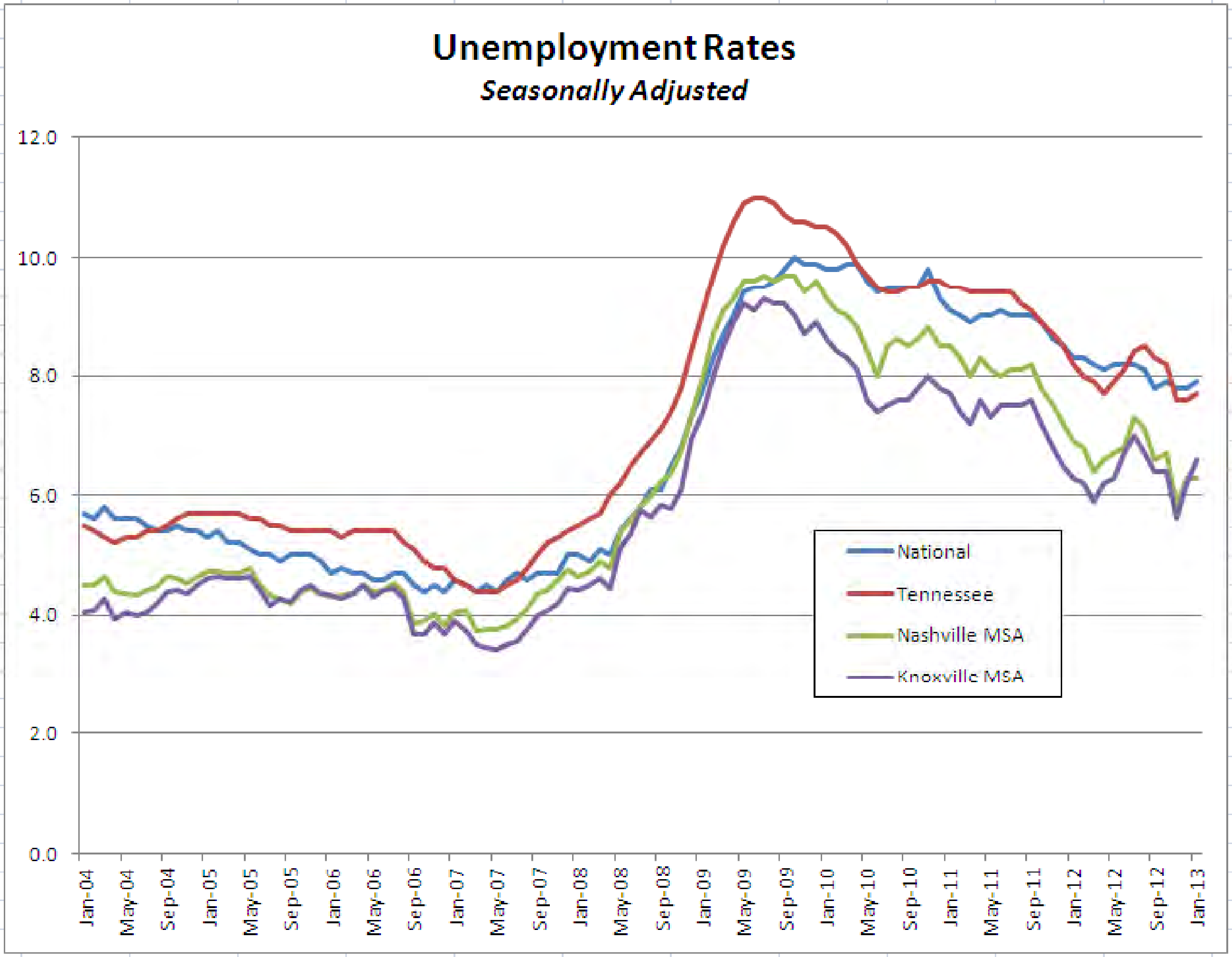


- **USA recovery of jobs lost since peak employment in 2008 has amounted to 68.0%**
- **Nashville has replaced greater than 100% while Knoxville has replaced 90%**

Source: BERC – MTSU & Bureau of Labor Statistics

Economic Conditions

Nashville's and Knoxville's unemployment rate out performs the state and nation



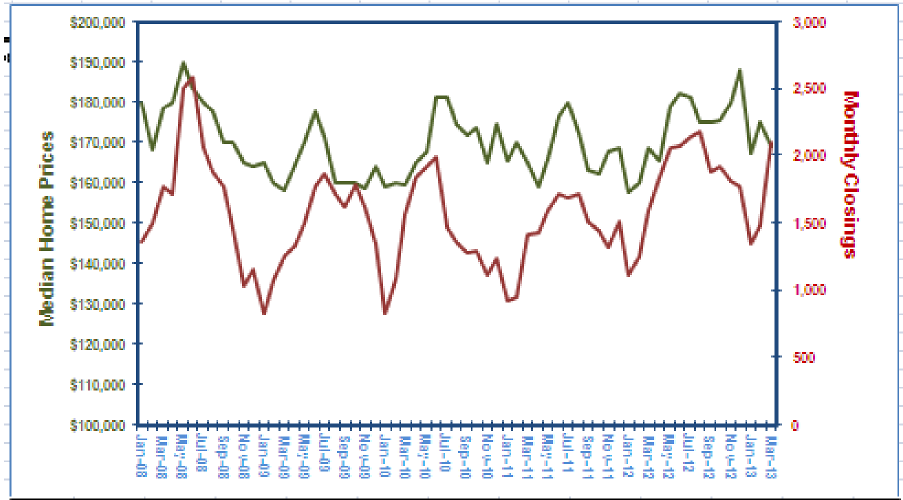
Both Nashville and Knoxville continue to outperform the nation at 6.7% and 6.6%, respectively.

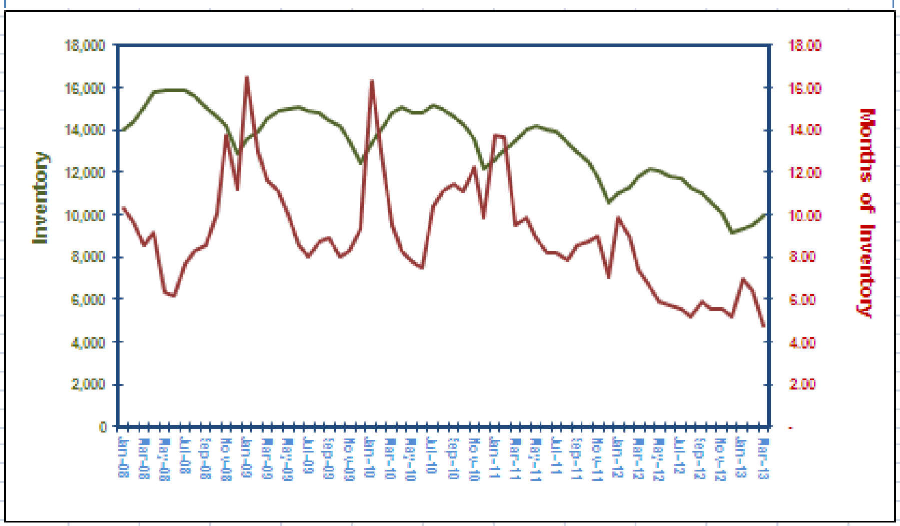
State of Tennessee unemployment continues to approximate USA unemployment

Source: BERC – Middle Tennessee State University & Bureau of Labor Statistics

Economic Conditions

Nashville's Real Estate Market Continues to Improve





	1Q2013	1Q2012	% Change
Avg. Qtrly. Median Home Price	$170,333	$161,967	5.2%
Quarterly Closings	4,314	3,959	9.0%
Quarter end Inventory	9,923	11,787	(15.8%)
Months of Inventory (*)	4.8	7.4	(35.1%)

Source: GNAR.org – Residential home activity through 3/2013
(*) Months of Inventory calculated by dividing month end inventory by monthly closings

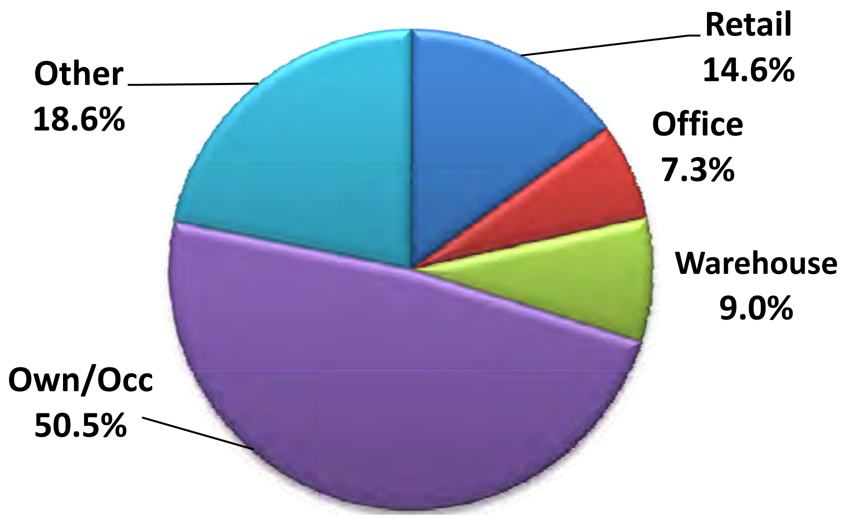
Economic Conditions

Nashville's commercial vacancy rates indicate a healthy market

	Nashville CRE Vacancy Rates						National CRE Vacancy Rates
	1Q 2013(*)	YE 2012(*)	YE 2011 (*)	YE 2010 (*)	YE 2009 (**)	YE 2008 (**)	1Q 2013 (*)
Industrial / Warehouse	9.1%	9.1%	10.1%	10.2%	10.6%	9.6%	8.8%
Multifamily**	6.8%	7.0%	6.6%	6.7%	9.6%	7.6%	8.7%
Retail	7.8%	7.0%	7.3%	6.7%	8.1%	6.3%	6.8%
Office	8.5%	8.5%	9.7%	10.6%	12.7%	10.5%	11.9%

*Costar
**REIS

PNFP CRE Portfolio



Pinnacle FINANCIAL PARTNERS

Economic Conditions

Nashville and Knoxville are healthy business markets

NASHVILLE

Nashville achieved "it city" status in 2012, landing on several major national publications' lists of hot spots. Nashville's diverse economy, thriving cultural base and strong business community are major attractions for corporations. The accolades continued in the first quarter of 2013:

• Middle TN counties rank in top 10 for job, wage growth	Bureau of Labor and Statistics
• No. 10 for large-city metro population growth	U.S. Census Bureau
• One of "10 Great Cities to Start a Business"	*Kiplinger*
• No. 27 out of 200 best-performing big cities	Milken Institute

KNOXVILLE

Knoxville also enjoys a very healthy and diverse economy with an excellent transportation and technology infrastructure. The Knoxville metropolitan area currently enjoys the lowest unemployment rate of Tennessee's metro areas. Good news on that front in the first quarter of 2013 includes:

• One of 14 metros where hiring tops pre-recession levels	Brookings Institution
• 22 percent of employers plan to add jobs in 2Q13	Manpower Employment Outlook Survey

Supplemental Information

Pinnacle Financial Partners Profile

PNFP Profile

PNFP has proven experience in market share take-away

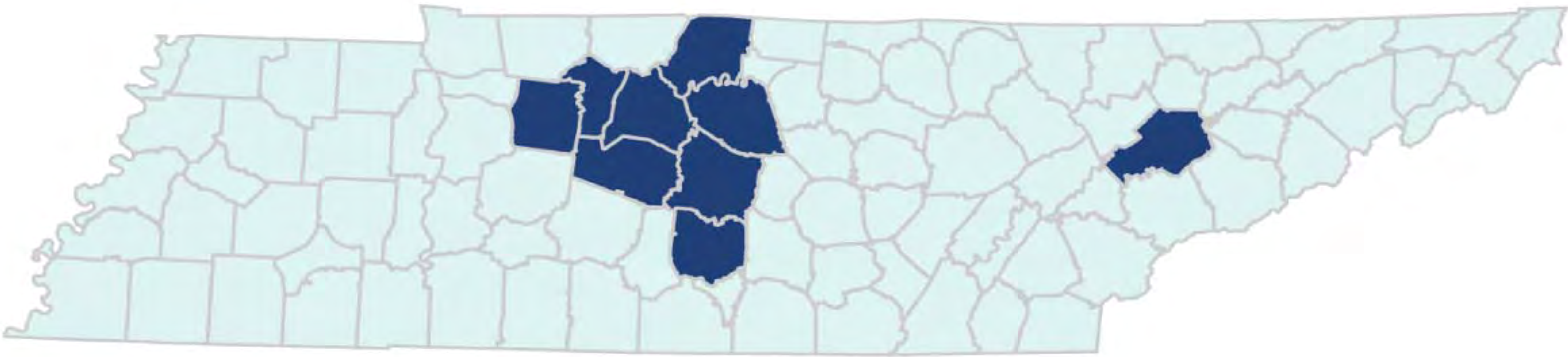
	Nashville-Davidson-Rutherford MSA			
Rank	Holding Company	Market Share 6/30/12	Market Share 6/30/00	Change in Share
4	Pinnacle Financial Partners	8.4%	1.7%	6.7%
6	US Bank	3.5%	0.3%	3.2%
2	Bank of America	17.2%	15.1%	2.1%
5	First Horizon	6.6%	4.8%	1.8%
10	CapStar Bank	1.8%	0.0%	1.8%
7	Wilson County B & T	3.4%	2.5%	0.9%
8	Fifth Third	3.0%	2.4%	0.6%
9	Wells Fargo	2.3%	2.2%	0.1%
3	SunTrust	12.2%	19.7%	-7.5%
1	Regions	18.1%	30.5%	-12.4%
	Other	23.5%	20.8%	2.7%
	Total	100%	100%	

Knoxville MSA			
Holding Company	Market Share 6/30/12	Market Share 6/30/07	Change in Share
Branch Banking and Trust	11.0%	6.7%	4.3%
Pinnacle Financial Partners	3.0%	0.0%	3.0%
Citizens of Blount County	2.1%	2.2%	-0.1%
Bank of America	1.7%	2.2%	-0.5%
SunTrust	17.5%	18.1%	-0.6%
First National	2.4%	3.2%	-0.8%
Clayton Bank and Trust	2.1%	1.2%	-0.9%
Home Federal Bank of TN	11.4%	12.4%	-1.0%
First Horizon	18.9%	20.8%	-1.9%
Regions	13.7%	17.8%	-4.1%
Other	16.2%	15.4%	0.80%
Total	100%	100%	

Source: FDIC Summary of Deposits 2012; Amounts reflect aggregation of previously merged banks.

PNFP Profile

PNFP operates in two great banking markets



Headquarters: Nashville, TN

Founded: 2000

Total assets: (3/31/13) $ 5.068 Billion

Shareholders' equity: (3/31/13) $ 691.3 Million

Offices: 29 in 8 Middle-TN counties/3 in Knoxville

Avg. daily trading vol.: (3/31/13) 127,776 shares

% Institutional ownership: (12/31/12) 66.2%

Pinnacle FINANCIAL PARTNERS

PNFP Profile

PNFP has an extraordinarily experienced management team

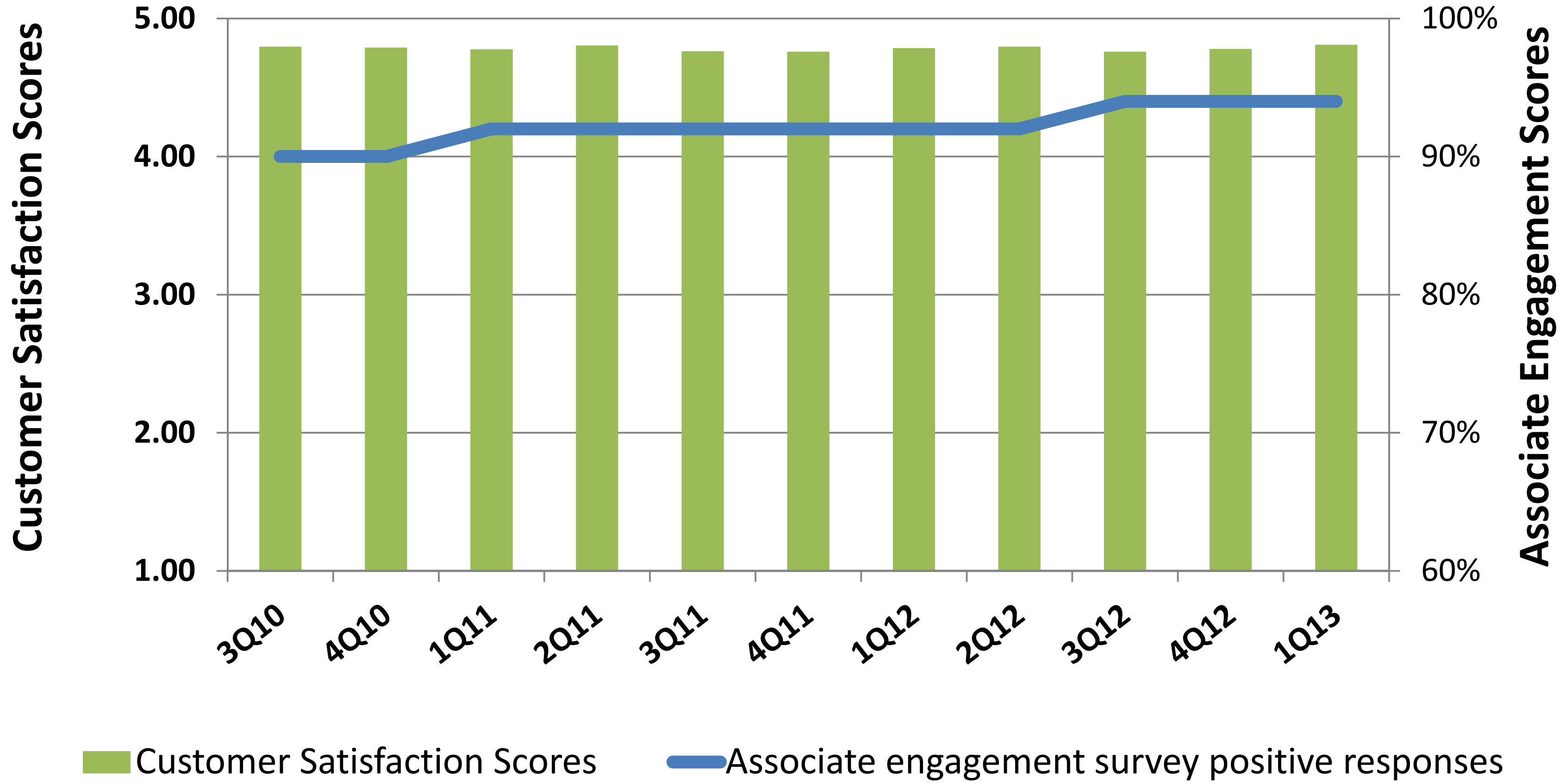
Name	Title	Age	Years in Banking Industry	Years at Pinnacle
M. Terry Turner	President and Chief Executive Officer	58	34	13
Robert A. McCabe, Jr.	Chairman of the Board	62	37	13
Hugh M. Queener	Chief Administrative Officer	57	26	13
Harold R. Carpenter, Jr.	Chief Financial Officer	54	19	13
J. Harvey White	Chief Credit Officer	64	39	4
Joanne B. Jackson	Manager, Client Services Group	55	38	13
D. Kim Jenny	Risk Management Officer	58	39	7
William S. Jones	Rutherford County Area Executive	53	23	7*
J. Edward White	Manager, Client Advisory Group	60	39	13
Jason K. West	Manager, Special Assets Group	46	26	6*

* - Messrs. Jones and West were executives with entities acquired by Pinnacle in 2006 and 2007, respectively.

Pinnacle FINANCIAL PARTNERS

PNFP Profile

Associate engagement drives customer satisfaction



Pinnacle FINANCIAL PARTNERS

First Quarter 2013 Investor Call

Terry Turner, President and CEO
Harold Carpenter, EVP and CFO

April 16, 2013

Pinnacle[SM]
FINANCIAL PARTNERS