



FIRST NATIONAL BANK
of FORT SMITH

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**FIRST NATIONAL BANK OF FORT SMITH & FIRST NATIONAL BANK OF NWA
ANNOUNCES NEW NAME AND LOGO!!**



FORT SMITH, ARK. – As of June 16th 2025, First National Bank of Fort Smith will start a name and logo progression to be called F1RSTNB. This coincides with the same change for First National Bank of NWA. Both regions have operated with their respective demographic references but going forward will move to having the same logo and name for unification and clarification while positioning for growth. The name F1RSTNB is strong and unique and still embodies the history of Arkansas's oldest national bank, First National Bank of Fort Smith. The bank's name and logo will change in progression over the coming months to help customers and the community retain brand awareness.

***** Sam Sicard, CEO of First National Bank of Fort Smith, further states “I am very excited about our new name and logo. It's classy, strong, unique and still embodies our heritage and history of First National Bank of Fort Smith and our 153-year legacy.”

“I love the name F1RSTNB, it is fresh, strong, and unique from other banks. The logo is easily recognizable and still holds elements of our previous logos.” said Rob Husong, president of First National Bank of NWA. *****

The bank's other divisions of Trust & Wealth Management, Mortgage, and Central Arkansas will undergo logo changes as well.

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F1RSTNB is the First National Bank of Fort Smith, chartered in 1872. The company provides its customers with a total of 27 bank locations in the River Valley, NWA, Eastern Oklahoma, and Central Arkansas.