



Whitney Increases Quarterly Dividend

NEW ORLEANS, Nov. 17 /PRNewswire-FirstCall/ -- The Board of Directors of Whitney Holding Corporation (Nasdaq: WTNY) today declared a quarterly cash dividend of \$.35 per share of common stock, payable on January 3, 2005 to shareholders of record as of December 15, 2004. This dividend represents a \$.02 per share, or 6%, increase over the quarterly dividend rate for the first three quarters of 2004.

William L. Marks, Chairman and Chief Executive Officer said, "This increase in Whitney's cash dividend to shareholders extends the string of annual increases that stretches back for a number of years and reflects the Board's satisfaction with our current results and continued confidence in our prospects. Whitney's capital position has remained strong throughout these years, supporting growth and allowing us to take advantage of strategic market opportunities as they arise."

Whitney Holding Corporation, through its banking subsidiary Whitney National Bank, serves the five-state Gulf Coast region stretching from Houston, Texas; across southern Louisiana and the coastal region of Mississippi; to central and south Alabama; the panhandle of Florida; and the Tampa Bay metropolitan area of Florida.

SOURCE Whitney Holding Corporation

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