



NEWS RELEASE

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**GREENWICH ASSOCIATES RECOGNIZES WHITNEY BANK
 WITH EXCELLENCE AWARDS**

NEW ORLEANS, LA (February 11, 2010) – Whitney Bank has received 14 Excellence Awards from Greenwich Associates for distinguished service in Small Business and Middle Market banking. This honor includes 10 national Excellence Awards, as well as recognition in four regional categories.

"Providing our clients with integrated, comprehensive products and services that are uniquely tailored to their business is a hallmark of the Whitney," said John M. Turner, Jr., Whitney President. "Our careful customer attention truly resonates with our clients and it is enlightening to see how we outperform most of the larger banks in our footprint in this research."

Whitney was recognized by Greenwich Associates in the following national and regional categories, including Overall Satisfaction and Financial Stability in both Small Business and Middle Market Banking:

<p>NATIONAL Small Business Banking</p>	<p>NATIONAL Middle Market Banking</p>
<ul style="list-style-type: none"> • Overall Satisfaction • Relationship Management Performance • Financial Stability • Overall Treasury Management • Customer Service • Treasury Product Capabilities 	<ul style="list-style-type: none"> • Overall Satisfaction • Financial Stability • Overall Treasury Management • Customer Service
<p>REGIONAL Small Business Banking</p> <ul style="list-style-type: none"> • Overall Satisfaction – South • Overall Satisfaction – Treasury Management -- South 	<p>REGIONAL Middle Market Banking</p> <ul style="list-style-type: none"> • Overall Satisfaction – South • Overall Satisfaction – Treasury Management – South

"Receiving both National and Regional Awards for Overall Satisfaction in Small Business, Middle Market and Treasury Management illustrates the collaborative efforts of Whitney Bankers to meet the comprehensive needs of our business clients," Turner said. "At the Whitney, we understand the importance of being intuitive and responsive to our customers' needs; an example being our newly unveiled Whitney Business Network which complements the banker-client relationship with innovative online banking capabilities."

Greenwich Associates is the premier strategic consulting and research source for providers and users of financial services worldwide. Results of their study are based on interviews with over 17,000 small business banking executives and more than 13,000 middle market executives from January through September 2009. Only a handful of more than 750 eligible providers stood out as differentiated across a series of qualitative measures. For more information about the Greenwich Associates Excellence Awards, visit www.Greenwich.com

Whitney Holding Corporation (NASDAQ: WTNY) 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 southern Alabama; the panhandle of Florida; and the Tampa Bay metropolitan area of Florida. (WTNY-G)

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