



**PROSPERITY
BANCSHARES, INC.®**

PRESS RELEASE

For more information contact:

Prosperity Bancshares, Inc.®
Prosperity Bank Plaza
4295 San Felipe
Houston, Texas 77027

David Zalman
Chairman and Chief Executive Officer
281.269.7199
david.zalman@prosperitybankusa.com

FOR IMMEDIATE RELEASE

**PROSPERITY BANCSHARES, INC.®
TO PRESENT AT KEEFE, BRUYETTE, &
WOODS ANNUAL COMMUNITY BANK
CONFERENCE**

HOUSTON, July 26, 2013. Prosperity Bancshares, Inc.® (NYSE: PB), the parent company of Prosperity Bank®, will be presenting at the Keefe, Bruyette, & Woods Annual Community Bank Conference in New York on Tuesday, July 30, 2013 at 11:30 a.m. Eastern Daylight Time (10:30 a.m. Central Daylight Time).

David Zalman, Chairman and Chief Executive Officer and David Hollaway, Chief Financial Officer, will be presenting for the company. The presentation will be approximately 20 minutes followed by a 10 minute question and answer period. Management will be discussing highlights of the company's financial performance, operating results, corporate strategies, and economic environment.

A live audio presentation will be simultaneously webcast and will be available on Prosperity's website at www.prosperitybankusa.com. The webcast may be accessed directly from Prosperity's Home Page under News and Events. The presentation will be archived for 90 days after the conference.

Prosperity Bancshares, Inc.[®]

Prosperity Bancshares, Inc.[®] is a Houston, Texas based regional financial holding company, formed in 1983 with \$16.271 billion in assets (including the Coppermark Bancshares acquisition completed on April 1, 2013). Operating under a community banking philosophy and seeking to develop broad customer relationships based on service and convenience, Prosperity offers a variety of traditional loan and deposit products to its customers, which consist primarily of small and medium sized businesses and consumers. In addition to established banking products, Prosperity offers a complete line of services including: Internet Banking services at <http://www.prosperitybankusa.com>, Retail Brokerage Services, MasterMoney Debit Cards, 24 hour voice response banking, Trust and Wealth Management and Mobile Banking. Prosperity currently operates two hundred nineteen (219) full service banking locations; fifty-eight (58) in the Houston area; twenty (20) in the South Texas area including Corpus Christi and Victoria; thirty-five (35) in the Dallas/Fort Worth area; twenty-two (22) in the East Texas area; thirty-four (34) in the Central Texas area including Austin and San Antonio; thirty-four (34) in the West Texas area including Lubbock, Midland/Odessa and Abilene; ten (10) in the Bryan/College Station area; and six (6) in the Central Oklahoma area.

- - -

“Safe Harbor” Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements within the meaning of the securities laws that are based on current expectations, assumptions, estimates and projections about Prosperity and its subsidiaries. These forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties, many of which are outside of Prosperity’s control, that may cause actual results to differ materially from those expressed or implied by the forward-looking statements. These risks and uncertainties include but are not limited to whether Prosperity can: successfully identify acquisition targets and integrate the businesses of acquired companies and banks; continue to sustain its current internal growth rate or total growth rate; provide products and services that appeal to its customers; continue to have access to debt and equity capital markets; and achieve its sales objectives. Other risks include, but are not limited to: the possibility that credit quality could deteriorate; actions of competitors; changes in laws and regulations (including changes in governmental interpretations of regulations and changes in accounting standards); a deterioration or downgrade in the credit quality and credit agency ratings of the securities in Prosperity’s securities portfolio; customer and consumer demand, including customer and consumer response to marketing; effectiveness of spending, investments or programs; fluctuations in the cost and availability of supply chain resources; economic conditions, including currency rate fluctuations and interest rate fluctuations; and weather. These and various other factors are discussed in Prosperity’s Annual Report on Form 10-K for the year ended December 31, 2012 and other reports and statements Prosperity has filed with the SEC. Copies of the SEC filings for Prosperity Bancshares[®] may be downloaded from the Internet at no charge from www.prosperitybankusa.com.

- - -