



## For Immediate Release

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### **BB&T CEO KELLY KING TO DISCUSS "AFTER THE CRISIS" AT CHAMBER'S 2011 ECONOMIC FORECAST LUNCH**

Winston-Salem, NC (January 14, 2011) – Which economic sectors will show growth in 2011? Which industries will create the most new jobs? Kelly King, Chairman and CEO of BB&T Corporation, will answer these questions and more at the Winston-Salem Chamber of Commerce's 2011 Economic Forecast Luncheon on February 1 at Benton Convention Center.

In his keynote address, "After the Crisis," King will discuss what's in store for the local, state and national economies and provide valuable knowledge and insights business leaders can use throughout the year as they develop their own business plans.

"The annual economic forecast luncheon is one of the Chamber's most popular programs. Business and community leaders use the information and insights they gain there as they make their own forecasts and plans for their business year," said Gayle Anderson, President and CEO of the Chamber. "For 125 years, the Chamber has been the key resource businesses turn to when they need to understand the local business community, and we are encouraged by what local businesses have told us of their forecasts for 2011.

"We are anxious to hear Kelly King's analysis and forecast, given his state, national, and international perspective. We are encouraged by his presentation title of 'After the Crisis' that the economy is improving and 2011 will be a better year," Anderson said.

"I certainly believe BB&T's best days are ahead," King said. "BB&T and Winston-Salem have both persevered through various economic peaks and valleys, and I anticipate we will continue to grow and prosper in the future."

In January 2009, Kelly King was named a director of The Federal Reserve Bank of Richmond. Before his election to CEO of BB&T on Jan. 1, 2009, King served as BB&T's chief operating officer from 2004 to 2008. He joined BB&T's Management Development Program in 1972 and has served in many roles, including manager of its Central and Metropolitan regions, Raleigh city executive, Charlotte business services manager, Statesville consumer lending manager, and banking manager for BB&T's branch network. Thus, he has a hands-on knowledge of the State of North Carolina.

Held jointly with The Rotary Club of Winston-Salem, the luncheon is expected to attract 600 business leaders from the area. For reservations or more information, contact Andrea Howell at the Chamber at 336-728-9228.



### **About the Chamber**

The Winston-Salem Chamber of Commerce is the destination for businesses and organizations of all sizes seeking insights, ideas, and initiatives that can help them be strong, healthy, and prosperous. Representing nearly 1,800 area businesses, the Chamber provides business development assistance, programming and events, and advocacy to support local businesses and improve our economy. Through proactive engagement with the business community, intelligent and clear analysis of the business environment, and a commitment to comprehensive economic development, the Chamber is dedicated to enhancing our community's future.

### **About BB&T**

BB&T Corporation (NYSE: BBT) is one of the largest financial services holding companies in the U.S. with more than \$157.2 billion in assets and market capitalization of \$16.7 billion, as of Sept. 30, 2010. Based in Winston-Salem, N.C., the company operates approximately 1,800 financial centers in 12 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. A *Fortune 500* company, BB&T is consistently recognized for outstanding client satisfaction by J.D. Power and Associates, the U.S. Small Business Administration, Greenwich Associates and others. More information about BB&T and its full line of products and services is available at [www.BBT.com](http://www.BBT.com).

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