



P.O. Box 1704 Clemmons, North Carolina 27012

April 23, 2009

FOR IMMEDIATE RELEASE

Contacts:

Tammy McDaniel  
Assistant Vice President  
Sheffield Financial  
(336) 766-1388

Jeff Nichols  
Vice President  
BB&T Corporate Communications  
(336) 733-1472

BB&T subsidiary Sheffield Financial to provide retail financing for Kawasaki dealers

WINSTON-SALEM, N.C. – Sheffield Financial, a subsidiary of BB&T Corporation (NYSE: BBT) today announced a new relationship with Kawasaki Motors Corp., U.S.A. to provide installment retail financing for Kawasaki dealers.

The new program will include financing for Kawasaki motorcycles, all terrain vehicles, Jet Ski watercraft, MULE utility vehicles, and Teryx recreation utility vehicles.

“Kawasaki and its dealers always seek to provide prospective customers with the most advantageous financing programs in the market,” said Tony Murr, vice president of sales for Kawasaki Motors Corp., U.S.A. “We’re pleased to affiliate with Sheffield Financial in helping our customers develop packages that meet their needs.”

Kawasaki dealers and customers can visit [www.sheffieldfinancial.com](http://www.sheffieldfinancial.com) for more information. Dealers and customers also can speak directly to a Sheffield customer service or loan processing representative by calling 1-800-438-8892 until 10:30 p.m. EST Monday through Saturday, and until 8 p.m. EST on Sunday.

Since it was founded in 1992, Winston-Salem-based Sheffield Financial has completed more than 1 million transactions, representing more than \$3.5 billion in consumer and commercial retail loans. Sheffield was acquired by BB&T in 1997.

With \$143.4 billion in assets, BB&T Corporation (NYSE: BBT) is the nation’s 11th largest financial holding company. Founded in 1872, it operates more than 1,500 financial centers in 11 states and Washington, D.C. More information about the company is available at [BBT.com](http://BBT.com).

[www.sheffieldfinancial.com](http://www.sheffieldfinancial.com)

Telephone: (800)438.8892 • (336)766.1388 Facsimile: (800)438.8894 • (336)397.2501