

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): **January 19, 2010**

SERVISFIRST BANCSHARES, INC.
(Exact Name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction of Incorporation)

0-53149
(Commission File Number)

26-0734029
(IRS Employer Identification No.)

850 Shades Creek Parkway, Birmingham, Alabama
(Address of Principal Executive Offices)

35209
(Zip Code)

(205) 949-0302
(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Section 2 – Financial Information

Item 2.02. Results of Operations and Financial Condition.

On January 19, 2010, ServisFirst Bancshares, Inc. (the "Company") issued a press release announcing its operating results for the quarter and year ended December 31, 2009. A copy of the press release is attached as Exhibit 99.1.

The information in this Current Report on Form 8-K, including Exhibit 99.1, shall not be considered "filed" for purposes of Section 18 of the Securities and Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended or the Exchange Act.

Section 9 – Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits.

(d)	Exhibits	Description
	99.1	Press Release Issued January 19, 2010

PRESS RELEASE ISSUED JANUARY 19, 2010

**SERVISFIRST BANCSHARES, INC.****REPORTS RECORD EARNINGS FOR FOURTH QUARTER 2009**

Birmingham, Ala. – (PR Newswire) – January 19, 2010 – ServisFirst Bancshares, Inc. today reported earnings for the quarter and year ended December 31, 2009.

2009 AND FOURTH QUARTER HIGHLIGHTS:

- **Fourth quarter record net income of \$2.5 million, a 27% increase year/year**
- **Profitable all four full years of operation**
- **Deposit growth of 38% year/year**
- **Achieved profitability in all four regions in the fourth quarter**

Tom Broughton, President and CEO, stated, “We are pleased to report record earnings for the fourth quarter of 2009, with continued strong growth in core deposits. We continue to be pleased with our asset quality, which is significantly better than our peer group.” Bud Foshee, Chief Financial Officer said, “The Company was profitable in all four regions for the fourth quarter, the first quarter all four regions have achieved this benchmark.”

About ServisFirst:

ServisFirst Bancshares, Inc. is a bank holding company based in Birmingham, Alabama. Through its subsidiary ServisFirst Bank, ServisFirst provides business and personal financial services through locations in Birmingham, Huntsville, Montgomery and Dothan, Alabama.

ServisFirst files periodic reports with the U.S. Securities and Exchange Commission (SEC). Copies of its filings may be obtained through the SEC’s website www.sec.gov or at www.servisfirstbancshares.com.

Statements in this press release that are not historical facts, including, but not limited to, statements concerning future operations, results or performance, are hereby identified as "forward-looking statements" for the purpose of the safe harbor provided by Section 21E of the Securities Exchange Act of 1934 and Section 27A of the Securities Act of 1933. The words "believe," "expect," "anticipate," "project," "plan," "intend," "will," "would," "might" and similar expressions often signify forward-looking statements. Such statements involve inherent risks and uncertainties. ServisFirst Bancshares, Inc. cautions that such forward-looking statements, wherever they occur in this press release or in other statements attributable to ServisFirst Bancshares, Inc. are necessarily estimates reflecting the judgment of ServisFirst Bancshares, Inc.'s senior management and involve a number of risks and uncertainties that could cause actual results to differ materially from those suggested by the forward-looking statements. Such forward-looking statements should, therefore, be considered in light of various factors that could affect the accuracy of such forward-looking statements including: general economic conditions, especially in the credit markets and in the Southeast; the performance of the capital markets; changes in interest rates, yield curves and interest rate spread relationships; changes in accounting and tax principles, policies or guidelines; changes in legislation or regulatory requirements; changes in our loan portfolio and the deposit base; possible changes in laws and regulations and governmental monetary and fiscal policies, including, but not limited to, economic stimulus initiatives and so-called "bailout" initiatives; the cost and other effects of legal and administrative cases and similar contingencies; possible changes in the creditworthiness of customers and the possible impairment of the collectability of loans and the value of collateral; the effect of natural disasters, such as hurricanes, in our geographic markets; and increased competition from both banks and non-bank financial institutions. The foregoing list of factors is not exhaustive. For discussion of these and other risks that may cause actual results to differ from expectations, please refer to "Risk Factors" in our most recent Annual Report on Form 10-K and our other SEC filings. If one or more of the factors affecting our forward-looking information and statements proves incorrect, then our actual results, performance or achievements could differ materially from those expressed in, or implied by, forward-looking information and statements contained herein. Accordingly, you should not place undue reliance on any forward-looking statements, which speak only as of the date made. ServisFirst Bancshares, Inc. assumes no obligation to update or revise any forward-looking statements that are made from time to time.

More information about ServisFirst Bancshares may be obtained over the internet at www.servisfirstbancshares.com or by calling (205) 949-0302.

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SERVISFIRST BANCSHARES, INC.
CONSOLIDATED STATEMENTS OF INCOME
(In thousands, except shares and per share data)

	Three Months Ended		
	December 31,		September 30,
	2009 (Unaudited)	2008 (Unaudited)	2009 (Unaudited)
Total interest income	\$ 17,190	\$ 14,393	\$ 16,092
Total interest expense	4,320	5,075	4,648
Net interest income before provision	12,870	9,318	11,444
Provision for loan losses	2,408	1,373	3,209
Net interest income after provisions for loan losses	10,462	7,945	8,235
Total noninterest income	1,244	792	967
Salaries and employee benefits	3,227	2,642	3,398
Other noninterest expense	4,616	3,113	3,574
Total noninterest expense	7,843	5,755	6,972
Income before taxes	3,863	2,982	2,230
Income taxes	1,367	1,021	622
Net income	\$ 2,496	\$ 1,961	\$ 1,608
Basic earnings per share	\$ 0.45	\$ 0.38	\$ 0.29
Diluted earnings per share	\$ 0.43	\$ 0.36	\$ 0.28
Average basic shares	5,513,482	5,116,314	5,513,482
Average fully diluted shares	5,828,763	5,391,259	5,821,331

	Year Ended December 31,	
	2009	2008
	(Unaudited)	(Audited)
Total interest income	\$ 62,197	\$ 55,450
Total interest expense	18,337	20,474
Net interest income before provision	43,860	34,976
Provision for loan losses	10,685	6,274
Net interest income after provisions for loan losses	33,175	28,702
Total noninterest income	4,413	2,704
Salaries and employee benefits	13,581	10,552
Other noninterest expense	14,549	10,024
Total noninterest expense	28,130	20,576
Income before taxes	9,458	10,830
Income taxes	3,075	3,825
Net income	\$ 6,383	\$ 7,005
Basic earnings per share	\$ 1.16	\$ 1.37
Diluted earnings per share	\$ 1.08	\$ 1.31
Average basic shares	5,485,972	5,114,194
Average fully diluted shares	5,912,861	5,338,883

SERVISFIRST BANCSHARES, INC.
CONSOLIDATED BALANCE SHEETS
(In thousands)

	December 31, 2009 (Unaudited)	December 31, 2008 (Audited)
ASSETS		
Cash and due from banks	\$ 75,526	\$ 53,618
Investment securities	256,098	102,339
Restricted equity securities	3,241	2,659
Federal funds sold and other investments	680	19,300
Mortgage loans held for sale	6,202	3,320
Loans	1,203,584	968,233
Reserve for loan losses	(14,736)	(10,602)
Net loans	1,188,848	957,631
Foreclosed real estate	12,525	10,473
Other assets	30,349	12,932
Total assets	\$ 1,573,469	\$ 1,162,272
LIABILITIES & STOCKHOLDERS' EQUITY		
Liabilities:		
Noninterest-bearing	\$ 211,348	\$ 121,459
Interest-bearing	1,221,048	915,860
Total deposits	1,432,396	1,037,319
Borrowings	40,150	35,087
Interest payable	1,026	1,280
Other liabilities	1,770	1,803
Total liabilities	1,475,342	1,075,489
Stockholders' equity	98,127	86,783
Total liabilities and stockholders' equity	\$ 1,573,469	\$ 1,162,272

SERVISFIRST BANCSHARES, INC.
Key Ratios

	Three Months Ended		
	December 31,		September 30,
	2009	2008	2009
	(Unaudited)	(Unaudited)	(Unaudited)
Return on average assets	0.62%	0.70%	0.45%
Return on average equity	10.10%	8.50%	6.75%
Net interest margin (fully tax equivalent)	3.33%	3.50%	3.36%
Efficiency ratio	55.57%	56.92%	56.18%

	Year Ended December 31,	
	2009	2008
	(Unaudited)	(Audited)
Return on average assets	0.46%	0.71%
Return on average equity	6.87%	9.28%
Net interest margin (fully tax equivalent)	3.31%	3.70%
Efficiency ratio	58.27%	54.61%

	December 31, 2009	December 31, 2008	September 30, 2009
	(Unaudited)	(Audited)	(Unaudited)
Book value per share	\$ 17.80	\$ 16.15	\$ 17.68
Tangible book value per share	\$ 17.80	\$ 16.15	\$ 17.68
% of reserve for loan losses to total loans	1.22%	1.09%	1.26%
Nonperforming assets to total loans plus foreclosed real estate	2.03%	2.06%	2.51%
