

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): **February 18, 2011**

**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)

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(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 7 – Regulation FD**

**Item 7.01 Regulation FD Disclosure.**

On February 18, 2011, ServisFirst Bancshares, Inc. (the "Company") issued a press release announcing that its subsidiary, ServisFirst Bank, had been recognized as having the highest net income for 2010 of all Alabama banks based on a survey by SNL Financial. 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 (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 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 February 18, 2011

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Current Report on Form 8-K to be signed on its behalf by the undersigned hereunto duly authorized.

SERVISFIRST BANCSHARES, INC.

Date: February 18, 2011

By:           /s/ Thomas A. Broughton III            
Thomas A. Broughton III  
Chief Executive Officer

PRESS RELEASE ISSUED FEBRUARY 18, 2011



**FOR IMMEDIATE RELEASE**  
February 18, 2011

**FOR INFORMATION CONTACT:**  
Alexis Cain 205-949-3426

**SERVISFIRST BANK**  
**MOST PROFITABLE BANK IN ALABAMA**

**BIRMINGHAM, Ala.** – ServisFirst Bank has the highest net income among Alabama banks, according to the financial research firm SNL Financial. With net income of \$18,942,000, ServisFirst Bank ranked No. 1 on the 2010 list of 137 commercial banks in Alabama.

“We are very pleased to be recognized as the most profitable bank in the state of Alabama,” said Bud Foshee, Chief Financial Officer of ServisFirst Bank. “Our strong financial performance in 2010 reflects management’s commitment to improve our net interest income, a disciplined approach to expense management and continuation of the business model that we implemented in 2005. We value our strong customer and shareholder relationships in each of our regions. These relationships have been a primary factor in the success of our bank.”

**ABOUT SERVISFIRST BANK:**

ServisFirst Bank is a full-service bank focused on commercial banking, cash management, private banking and the professional consumer market, emphasizing competitive products, state-of-the-art technology and a focus on quality service. The bank offers sophisticated cash management products, Internet banking, home mortgage lending, remote deposit express service and highly competitive rates.

ServisFirst Bank was formed in Birmingham in May 2005, opened ServisFirst Bank Huntsville in August 2006, ServisFirst Bank Montgomery in June 2007 and ServisFirst Bank Dothan in September 2008. More information about ServisFirst Bank may be obtained at [www.servisfirstbank.com](http://www.servisfirstbank.com) ..

**ABOUT SERVISFIRST BANCSHARES, INC.:**

ServisFirst Bancshares, Inc., the parent company of ServisFirst Bank, is a bank holding company based in Birmingham, 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 at [www.sec.gov](http://www.sec.gov) or at [www.servisfirstbancshares.com](http://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 collectibility 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.*