

ZIONS BANCORPORATION /UT/

Form FWP

May 13, 2013

Instructions for Login and Use of Zions Direct Auction Platform
Step by Step Instruction for Series I Preferred Stock Auction
Step 1

Enter auctions.zionsdirect.com
in your internet browser and click on the

Login
button on the top right of the page.

Step 2
Enter Login and Password provided by your sales representative, then
change the password as prompted.

Step 3
Enter 3 security questions (these are for easy password retrieval in the
event that it is misplaced / forgotten).

Step 4
You
will
be
returned

to
the
Calendar
page
where

you
will
see
the
auction
for
the Zions Series I Preferred Stock. Once there, click on the blue Enter
Bids
button to be directed to the Qualifications page.

Step 5
Each box on the Qualifications page must be checked before the I Agree
button turns green and is clickable.

Step 6
You may now monitor the auction in real time by clicking on the Auction
Details dropdown in the middle of the page.

Step 7
By
selecting
the
Zions
Series
I
Preferred
Stock
auction,
you
are
able
to
view

the Bid Page. You can input a bid on each of the 5 bid lines with varying number of units (each preferred share is 1 unit with \$1,000 denomination) and dividend rates. Once you are satisfied that your bids are entered correctly, click **Submit** .

Step 8

After landing on the Bid Confirmation page, check to see if the bids are entered correctly by checking the **I confirm the bid shown in the table above**

box, then click **Confirm**

to officially submit your bids. If you are

outbid at any point, a warning will appear to the right of your bids.

Step 9

After you have submitted successful bids, you may return to the Bid Page to edit these bids as the auction progresses, but only if the edits are to improve

a

bid

(i.e.,

once

a

bid

is

submitted

you

cannot

increase

dividend

rate, only decrease).

1

For technical questions, please call: 1-800-524-8875

Zions Bancorporation has filed a registration statement (Registration Statement No. 333-173299, including a prospectus) with SEC for the offering to which this communication relates. Before

you invest, you should read the prospectus dated April 4, 2011

contained in that registration statement, the preliminary prospectus supplement dated May 13, 2013 and other documents Zions

Bancorporation has filed with the SEC for more complete information about Zions Bancorporation and this offering. You may

these documents and other documents Zions Bancorporation has filed for free by visiting EDGAR on the SEC Web site at

www.sec.gov. Alternatively, you may request these documents by calling Deutsche Bank Securities Inc. toll-free at 1-800-503-

4611, Goldman, Sachs & Co. toll-free at 1-866-471-2526, Keefe, Bruyette & Woods at 1-800-966-1559 or Macquarie Capital

Inc. at 1-888-268-3937.

Free Writing Prospectus

(To the Prospectus dated April 4, 2011, as supplemented by

the Prospectus Supplement dated May 13, 2013)

Filed Pursuant to Rule 433

Registration Statement No. 333-173299

May 13, 2013

Indicative Dividend Rate Outcomes

Dividend Rate

Price

5.95%

\$1,000

5.90

1,000

5.85

1,000

5.80

1,000

5.75

1,000

5.70

1,000

5.65

1,000

5.60

1,000

5.55

1,000

5.50
1,000
5.45

(1)
1,000

jd
(1) Bid of 5.45% will be treated as market order

2

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Zions Bancorporation (Ticker: ZION) Dutch Auction

Up to 250,000 Shares of Series I Fixed/Floating Rate Non-Cumulative
Perpetual Preferred Stock