

ZIONS BANCORPORATION /UT/  
Form FWP  
February 03, 2011  
Free Writing Prospectus

Filed Pursuant to Rule 433

(To the Prospectus dated March 31, 2009, as supplemented by the  
prospectus supplement dated December 6, 2010)

Registration Statement No. 333-158319

February 3, 2010

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[Home](#) » [Auction #2463](#)

### Auctions

[View current auctions](#)

### [View Auction](#)

#### Zions Bancorporation Senior Note / 1 Year Corporates

BBB- (Fitch); BBB (low) (DBRS); and BBB- (Standard & Poor s).

### Results Archive

[View the results of completed auctions](#)

### FDIC-Insured CDs

### [Buy Today! Information](#)

Price: 100.000

### Municipal Bonds

Yield: 2.75%

### Corporate Bonds

### US Agencies

### Preferred Stock

#### [Auction Information](#)

Auction Start: 2/2/2011 5:00 PM  
EST

#### [Issue Information](#)

Issue Type: Corporate Bonds

### Warrants

Auction End: 2/10/2011 1:30 PM EST

Principal Offered: \$1,500,000.00

### Issuers

Last Update: 2/2/2011 9:35:48 PM EST

Units Offered: 1500

### University

Auction Status: **Accepting Bids**

Denomination: \$1,000.00

### [Learn more about our auctions](#)

Coupon: 2.750%

#### [Bidding Information](#)

### Demos

Min. Price: 98.000

### [Learn how to participate!](#)

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Number of Bidders: 2 Max. Price: 102.000

**Think**

Number of Bids: 2 Min. Yield: 0.739%

Current Market-Clearing Price: 98.000 Max. Yield: 4.823%

Settlement Date: 2/15/2011

**WEEKLY UPDATE**

Current Market-Clearing Yield\*: 4.823% First Interest Date: 8/15/2011

Sign up to receive a free weekly email containing economic commentary, new-issue alerts, investing news, and much more.

Maturity Date: 2/15/2012

Day Basis: 30/360

Int. Frequency: Semi-Annually

Documents: Offering Documents

First Name

Last Name

Email

Sign Up!

Before submitting bids in this auction you must **Register** or **Sign In**.

**Note:** This page will check for updates every minute.

Please direct questions regarding the website or bidding procedures to the Auction Administrator.

You may also call our Investment Center at 800-524-8875 from 8am to Midnight Eastern Time.

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**Investment Products: Not FDIC Insured No Bank Guarantee May Lose Value**

**Bank Deposits and Certificates of Deposit (CDs) are FDIC Insured up to Applicable Limits**

Securities products and services offered by Zions Direct, Member FINRA/SIPC, a non-bank subsidiary of Zions Bank.

Affiliates of Zions Bank or other issuers may purchase CDs or securities through the auction process. The market clearing yield may be lower due to the participation of an affiliate in the auction which may benefit the affiliated issuer.

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Home » Auction #2463

**Auctions**

View current auctions

**Bidding Qualification**

**Zions Bancorporation Senior Note / 1 Year Corporates**

BBB- (Fitch); BBB (low) (DBRS); and BBB- (Standard & Poor s).

**Results Archive**

View the results of completed auctions

Please confirm your agreement with each of the following by checking the box next to each statement.

**FDIC-Insured CDs**

**Municipal Bonds**

**Corporate Bonds**

**US Agencies**

**Preferred Stock**

**Warrants**

**Issuers**

**University**

**Learn more about our auctions**

**Demos**

**Practice bidding in our trial auctions**

**Think**

**My Account**

.. I agree that the following contact information is correct:

**Name:** John Smith

**E-mail:** john.smith@email.com

**Telephone:** 212 -121-2121

.. I have accessed or received the Offering Documents.

.. I understand that the Corporate Notes that I am bidding for are securities and are not insured by the FDIC, are not deposits of any bank and may lose value. All securities are subject to investment risks, including possible loss of the principal invested.

.. By participating in this auction, I declare that my investment objective(s), time horizon and risk tolerance allow for the purchase of the securities being offered. Furthermore, I authorize Zions Direct to update my investor profile, if needed, to align my profile with this purchase.

.. I understand that Zions Direct is committed to conducting fair, open, and transparent auctions for the benefit of all participants. Zions Direct will not tolerate or conduct business with anyone who attempts to disrupt or manipulate the process for any auction. I agree that by participating in this auction I will not be engaging in any such attempt.

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Home » Auction #2463

**Bid Page**

**Zions Bancorporation Senior Note / 1 Year Corporates**

BBB- (Fitch); BBB (low) (DBRS); and BBB- (Standard & Poor's).

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results of completed auctions

red CDs

**Auction Information**

**Issue Information**

Bonds

Auction Start: 2/2/2011 5:00 PM EST  
Auction End: 2/10/2011 1:30 PM EST

Issue Type: Corporate Bonds  
Principal Offered: \$1,500,000

Bonds  
ies

Last Update: 2/2/2011 9:40:11 PM EST  
Auction Status: **Accepting Bids**

Units Offered:  
Denomination: \$1,000,000

Stock

Coupon:

Min. Price:

Max Price:

Min. Yield:

Max. Yield:

re about our auctions

Settlement Date: 2/15/2011

idding in our trial auctions

First Interest Date: 8/15/2011

Maturity Date: 2/15/2012

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Day Basis: 30/360

Int. Frequency: Semi-Annually

Documents: Offering Documents

**Bidding Information**

Number of Bidders:  
 Number of Bids:  
 Current  
 Market-Clearing  
 Price:  
 Current  
 Market-Clearing  
 Yield\*:

**Buy Today! Information**

Price: 100.000  
 Yield: 2.75%

**PUBLIC\_VIEW**

**Current Market-Clearing Price:**  
**Current Market-Clearing Yield\*:**

	Units	Price	- OR -	Yield	Submitted	In the
<b>Buy Today!</b>		100.000		2.750%		

The Buy Today! sale closes on 2/10 at 12:00 AM ET. 500 / 500 units remaining.

**Auction Bids**

1	%
2	%
3	%
4	%
5	%

**Bid Limit: \$ 1,000.00**

**Calculate/Refresh**

**Submit**

**Note:** This page will check for updates every minute.

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**Auctions**

View current auctions

Please review and confirm the bids below

**Results Archive**

View the results of completed auctions

**Confirm Bid Submission****FDIC-Insured CDs****Municipal Bonds****Corporate Bonds****Zions Bancorporation Senior Note / 1 Year Corporates**

BBB- (Fitch); BBB (low) (DBRS); and BBB- (Standard &amp; Poor's).

Bidder	Bid #	Units @ Price	Yield	Max. Award	Max. Amt. Due	Status
PUBLIC_VIEW	1	1 @ 100.000	2.750%	1	\$1,000.00	NEW

**US Agencies**

**I understand that I could win as many as 1 unit, at a total cost of up to \$ 1,000.00.**

**Preferred Stock Warrants****Bid Limit: \$ 1,000.00****Issuers**

Cancel Submit

**University**

Learn more about our auctions

**Demos**

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**Practice bidding in our trial auctions****Think**

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**My Account**

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