

BB&T CORP  
Form FWP  
August 07, 2012

**Filed Pursuant to Rule 433**  
**Registration No. 333-175538**  
**August 7, 2012**

BB&T Corporation

Pricing Term Sheet

Medium-Term Notes (Senior), Series C

\$750 million

1.600% Senior Notes due 2017

Issuer	BB&T Corporation
Security	1.600% Senior Notes due August 15, 2017
Ratings	A2 (Moody s) / A- (S&P) / A+ (Fitch) / AH (DBRS)
Currency	USD
Size	\$750,000,000
Security Type	SEC Registered Medium-Term Notes, Series C (Senior)
Maturity	August 15, 2017
Coupon	1.600%
Payment Frequency	Semi-Annually
Day Count Convention	30/360
Redemption Date	July 14, 2017
Redemption Terms	Redeemable in whole or in part on or after the Redemption Date at 100% of the principal amount of the Senior Notes (par), plus accrued and unpaid interest thereon to the date of redemption. We shall provide 10 to 60 calendar days notice of redemption to the registered holder of the Senior Notes.
Benchmark Treasury	0.500% US Treasury due July 31, 2017
Spread to Benchmark Treasury	+93 bps
Benchmark Treasury Spot and Yield	99-31 1/2 ; 0.708%
Price to Public	99.818% of face amount
Yield to Maturity	1.638%
Proceeds (Before Expenses) to Issuer	\$747,135,000 (99.618%)
Interest Payment Dates	February 15 and August 15 of each year, commencing February 15, 2013
Trade Date	August 7, 2012
Settlement Date	August 14, 2012 (T+5)
Denominations	\$2,000 x \$1,000

Edgar Filing: BB&T CORP - Form FWP

CUSIP / ISIN

05531FAL7 / US05531FAL76

Joint Bookrunners

BB&T Capital Markets, a division of Scott & Stringfellow, LLC

Deutsche Bank Securities Inc.

UBS Securities LLC

Note: A securities rating is not a recommendation to buy, sell or hold securities and should be evaluated independently of any other rating. The rating may be subject to revision or withdrawal at any time by the assigning rating organization.

**The issuer has filed a registration statement (including a pricing supplement, a prospectus supplement and a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read those documents and the other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the pricing supplement, the prospectus supplement and the prospectus if you request them by calling BB&T Capital Markets, a division of Scott & Stringfellow, LLC at 804-787-8221; Deutsche Bank Securities Inc. toll-free at 1-800-503-4611; or UBS Securities LLC toll-free at 1-877-827-6444 ext.561-3884.**