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ZIONS BANCORPORATION /UT/  
Form FWP  
October 26, 2010

Free Writing Prospectus

Filed Pursuant to Rule 433

(To the Prospectus dated March 31, 2009, as supplemented by the prospectus supplement dated April 21, 2009 and the prospectus supplement dated September 14, 2009)

Registration Statement No. 333-158319

October 26, 2010



















