

Rudy Walker, Consumer Sales Manager, Receives Regions Bank's Top Associate Honor

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Desire to pay it forward drives high achiever toward success

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that Rudy Walker, a consumer sales manager in Memphis, Tenn., is the February 2014 recipient of the Regions Bank Better Life Award. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance, as well as exemplary involvement and commitment to the community.



Rudy Walker, Regions Bank Consumer Sales Manager, Memphis, Tenn. (Photo: Business Wire)

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a charity of the winner's choice; Walker has chosen Veritas College Preparatory Charter School in Memphis. [A video profile of Walker](#) is available on the [Regions Financial YouTube channel](#).

Walker joined Regions in 2003. He is a top-ranked consumer sales manager for the company and is known for nurturing talents into success.

"I want to share everything I learn with my team and push them to perform at their potential," Walker said. "If you want others to be successful like you want to be successful, it will blossom, and there's nothing you can't accomplish together."

Lifelong mentors - including his father, late mother, and football coaches from Pop Warner days through his college career - instilled a drive for excellence in Walker. He pays their investment forward by striving to be the best he can be in all areas of his life - from being a husband and father, to working with and coaching others at Regions.

"Rudy is competitive, but in a way, that brings out the best in everyone," said Earl Connell, consumer banking executive for Regions in West Tennessee. Connell added that Walker is very humble. "Some people think they have all the answers, but Rudy is always willing to rethink, always wants to make himself better."

Walker gives tirelessly to the Memphis community. An avid supporter of the Craigmont High School varsity football team, he attends practice, sponsors pep rallies, and even coaches from the sideline on Friday nights. Walker is the lead fundraiser on the board of the Metro Memphis YMCA. He is also a Sunday school teacher and the founder of the *Boys to Men* mentor program at his church.

A crowning accomplishment for Walker is working in 2009 to found Veritas College Preparatory Charter School, where he serves as board chair.

"We had sixth graders coming into our school reading at a third grade level," Walker said. "But with the right guidance and the right people in place, we are now certified as one of the top schools in Memphis."

About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities it serves, and who is an example of the company's values:

- Put People First
- Do What Is Right
- Focus On Your Customer
- Reach Higher
- Enjoy Life

Regions associates are nominated by their managers and peers for the award. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast live to offices in the 16 states Regions serves. In addition to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in their name to the charity of their choice.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$117 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in

16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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