

# Lisa Austin, Branch Manager in Hot Springs, Receives Regions Bank's Top Associate Honor

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*High performer finds joy in leading, purpose in serving, adventure in great outdoors*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that Lisa Austin, branch manager in Hot Springs, Ark., is the March 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.



Lisa Austin, left, Regions Bank branch manager in Hot Springs, Ark., speaks with colleague Kathy Jacobsen, right. Austin received Regions' March 2014 Better Life Award. She is known for fostering teamwork and excellent customer service. (Photo: Business Wire)

try to be passionate about everything I do."

That passion often gets noticed. Austin has served in advisory roles for Regions and is currently a part of the bank's Emerging Leaders program.

Austin brings that same passion to her life outside of Regions. She spends much of her spare time hunting, fishing and four-wheeling with her family. She is a PTA vice president and an ambassador for her local chamber of commerce.

Last year, Austin served as event chair for the Garland County ACS Relay for Life.

"She brought so much professionalism to our committee," said Donna Kaye Smith of ACS. "Under Lisa's guidance, we raised more than \$200,000 for the first time ever."

## 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 Regions 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 for the award by their managers and peers. 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](http://www.regions.com).

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a charity of the winner's choice; Austin has chosen the American Cancer Society (ACS) of Garland County, Ark., a group for which she volunteers. A video profile of Austin is available on the [Regions Financial YouTube channel](#).

Austin, who joined Regions in 2000, was one of the youngest Regions associates to ever be promoted to branch manager. Today, her branch scores consistently high marks for quality customer service because she sets the bar high for her team and works alongside them to make sure customers feel special.

"As a manager, Lisa doesn't ask anybody to give anything she's not willing to give," said Elizabeth Farris, city president for Regions in Hot Springs. "She creates an atmosphere of fun and joy, which makes customers happy."

"I strive to provide good leadership," Austin said. "I try to do the best I can and

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