

Regions is Highest-Ranked Bank in 2014 Temkin Experience Ratings, 8th Among All Companies

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) is the top bank and is among the highest-ranked companies in the 2014 Temkin Experience Ratings compiled by customer experience research and consulting firm Temkin Group.

Regions tied for eighth overall in the rankings of 268 companies across 19 industries. Further, Regions was the highest-ranked bank in the annual survey. The company also received a Temkin Experience Rating that is 10 points higher than the banking industry as a whole.

"This ranking is a reflection of the commitment and dedication of each of our associates," said Bill Askew, senior executive vice president of Strategic Initiatives for Regions Bank. "Every day, we strive to focus on our customers, put people first, and do what is right. We build relationships with our customers so we can better understand their needs and help them reach their financial goals. We are proud that consumer feedback reflects an increasingly positive experience with Regions, and we remain dedicated to continuing to improve the customer experience."

To compile the 2014 Temkin Experience Ratings, the Temkin Group collected data through an online survey of 10,000 U.S. consumers during January of 2014. Temkin asked consumers to identify companies with which they had interacted over the previous 60 days. Companies with 100 or more consumer responses were included in the 2014 Temkin Experience Ratings.

Consumers were asked to rate different aspects of their experiences with the companies, including how easy it was to interact with the company, how they felt about those interactions, and whether they were able to accomplish what they wanted to do. Temkin calculated the consumer ratings to establish overall company rankings.

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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