

Joe Erwin, Problem Asset Management Team Leader, Receives Regions Bank's Top Associate Honor

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Effective leader known for high integrity and fair play on the job and on the court

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that Joe Erwin, problem asset management team leader in West Palm Beach, Fla., is the April 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.



Joe Erwin, problem asset management team leader in West Palm Beach, Fla., received the April 2014 Regions Bank Better Life Award (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; Erwin has chosen Royal Palm School of Lantana, Fla., where his wife teaches special needs children. A video profile of Erwin is available on the [Regions Financial YouTube channel](#).

Erwin joined Regions in 2003. His team works with customers who are behind on payments to the bank and often face losing their business or all that they own.

"We do the best we can to help our customers ultimately survive tough times," said Erwin. "We take great pride in giving them time and seeing their business turn around."

Erwin leads associates in the same fair and courteous way he deals with customers.

"Joe is extremely supportive of others and willing to assist," said Steve Nivet, Regions' South Florida area president. "The benefit of being hands-on is that Joe is coaching and building stronger bankers while creating better outcomes for his team, our stakeholders and customers. What he does each day truly makes life better, and we're so proud to see him receive this special recognition."

When he's not establishing fair play at the bank, Erwin models that same behavior on the court. He has been a high school basketball referee for the past 25 years.

"I love the pageantry of the game, and I've got the best seat in the house," said Erwin. "I get to impact young lives, and I've even seen some players go on to the NBA."

Erwin also volunteers as a charity basketball referee and helps out at Royal Palm School.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140409006004/en/>

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