

Regions Bank Launches Wealth Insights on Regions.com

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) on Wednesday announced the launch of [Wealth Insights](#), a new feature of [regions.com](#) designed to offer current and prospective customers comprehensive information to help strengthen their investment portfolios, bolster their planning for retirement, grow their wealth and protect their investments.

Similar to [Commercial Insights](#), which launched earlier in 2014 to meet the unique needs of C-Suite executives, Wealth Insights is a source of detailed articles, commentaries, analysis and other information for people who are seeking to further improve their personal finances. Wealth Insights aggregates wealth publications from various Regions Wealth Management business areas, including Private Wealth Management, Institutional Services, Regions Investment Services and Regions Insurance.

"At Regions, we believe our advisors and specialists are a valuable source of insight and guidance to meet the needs of our clients. By offering Wealth Insights, we are sharing our perspectives in an online, easily accessible format that our customers and prospective customers can access at any time," said Bill Ritter, head of Regions Wealth Management. "This content is available to anyone visiting [regions.com](#). Wealth Insights gives us a new platform to reach more people with information that can help them protect, grow and transfer their wealth."

Specific topics addressed by Wealth Insights publications include retirement, taxes and estate planning, investments and markets, family finances and business management. For example, current articles include [Retirement Revisited](#), which includes three key questions executives should ask themselves before retiring. Wealth Insights also connects visitors with [Investment Strategy Outlook](#), a collection of detailed writings from executives with Regions Investment Management, Inc. Other content includes articles such as [Five Long-Term Challenges to Your Wealth](#), which details not only the personal financial challenges one might face, but also strategies and insights to help overcome those challenges.

"Wealth Insights provides convenient access to valuable information designed to help consumers strengthen their personal finances," said Michele Elrod, head of Regions Marketing. "This is an offering that is unique to Regions. It provides in-depth, comprehensive information that can be applied by anyone seeking to build upon their investments and plan for the future."

Wealth Insights complements Regions' existing suite of resources that provide information and education to online visitors. In addition to Commercial Insights and Wealth Insights, additional features include the [My GreenGuide® Advice tab](#) and the online [Business Resource Center](#).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$118 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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