

Cyndi Westmoreland, Northwest Georgia Business Banker, Receives Regions Bank's Top Associate Honor

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Motivational leader is an ardent ambassador for Regions, devoted community volunteer

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that Cyndi Westmoreland, Business Banker in Rome, Ga., is the May 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.



Cyndi Westmoreland, Regions business banker in Rome, Georgia, speaks with Michelle Walters, Regions business banking executive for Georgia and South Carolina. (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; Westmoreland has chosen Action Ministries, a group that works to end the cycle of poverty in Rome and surrounding areas. [A video profile of Westmoreland](#) is available on the [Regions Financial YouTube channel](#).

Much has changed at Regions and in the banking industry since Westmoreland joined Regions in 1999, but her winning approach has remained the same.

"I learned early in my career that everybody who walks into that bank, you know them by name. You bank them, their children and their grandchildren," Westmoreland said. "We call it Regions360 now, but I also call it doing what you're supposed to do."

Whether it's called Regions360 or just smart banking, knowing customers and their needs and then meeting those needs is a proven formula that builds lasting relationships. Many agree it is second nature for Westmoreland.

"Cyndi puts her clients and prospects first. She takes care of them," said Jim Halverson, Regions' Northwest Georgia market president. "For her, it goes beyond just meeting their banking needs; it's about improving their lives and the community - whether that means organizing seminars on fraud prevention, teaching people to manage their finances or providing leadership to local nonprofits ... She's the face of Regions Bank in Rome."

Known to ride her Regions *LifeGreen* bike in the local Christmas parade, in the park on weekends, or even at the beach on vacation, Westmoreland rarely misses an opportunity to promote Regions and its devotion to the communities it serves.

In 2009, at the height of the economic downturn, Westmoreland led an effort to help stock the shelves of Action Ministries' food pantry. She challenged all banks in Rome to serve as food donation spots for the charity. That campaign raised 100,000 pounds of food which fed hundreds of local needy families.

In addition to her work with Action Ministries, Westmoreland volunteers with the Exchange Club, Toys for Tots, Habitat for Humanity, the Floyd Healthcare Foundation, and several charity walks and races.

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 \$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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Regions Bank

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