

Regions Bank and ESPN Announce Regions as SEC Network's Latest Sponsor

May 05, 2014

Regions' position includes category exclusivity at all SEC Championship events throughout the year

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) and ESPN have announced that Regions will continue its 21-year position as the Official Bank of the SEC and is now the newest sponsor of the soon-to-be-launched SEC Network. Regions' position also includes category exclusivity at all SEC Championship events throughout the year.

In addition to a large media presence from Regions on the new SEC Network, including heavy involvement in *SEC Nation*, the network's traveling campus-based pre-game show during college football season, the collaboration also provides Regions with intellectual property rights and category exclusivity in retail banking for all marketing and promotional activities involving the SEC and its FanFare activities.

The six-year deal includes Regions' continuing sponsorship of the popular Regions Bank SEC Coaches Luncheon, which is held annually in conjunction with the SEC Football Championship in Atlanta.

"Regions is proud to continue our 21-year history as the Official Bank of the Southeastern Conference. The SEC generates significant economic impact and greatly enhances the quality of life within the communities we serve," said Paul Hodges, head of Regions Corporate Sponsorships. "The expanded platform offered by the SEC Network allows Regions to continue to build strong brand preference and provides opportunities to create new financial education programs targeted towards students, alumni and fans of the SEC."

Added Ed Erhardt, President of Global Customer Marketing and Sales at ESPN, "Given their long history with the SEC, Regions is a natural fit in this exciting new chapter for the conference. Aligning with the SEC Network will not only provide Regions with great exposure in their key markets, but also with a growing presence among the SEC fan base."

The SEC Network, a multiplatform ESPN network devoted to the Southeastern Conference, will air 45 college football games in 2014, in addition to an array of daily studio shows providing in-depth commentary on all 14 SEC teams. AT&T U-verse, DISH and NRTC have agreed to carry the network. Additional ESPN and SEC Network college football announcements will be made in the coming weeks.

About SEC Network

The Southeastern Conference and ESPN have signed a 20-year agreement through 2034 to create and operate a multiplatform network which will launch in August 2014. The new network and its accompanying digital platform will air SEC content 24/7 including more than 1,000 events in its first year. The network will televise approximately 45 SEC football games, more than 100 men's basketball games, 60 women's basketball games, 75 baseball games, and events from across the SEC's 21 sports annually. Programming will also include studio shows, original content such as SEC Storied, spring football games, signing day and pro days coverage. Hundreds of additional live events from various sports will be offered exclusively on the digital platform. AT&T U-Verse, DISH and National Rural Telecommunications cooperative (NRTC) have agreed to carry the SEC Network.

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.

Regions Bank
Jeremy King, 205-264-4551
jeremyd.king@regions.com
or
ESPN
Ana Livia Coelho, 646-547-5778
AnaLivia.C.Coelho@espn.com

Source: Regions Financial Corporation

News Provided by Acquire Media

