

David Smith, Batesville City President, Receives Regions Bank's Top Associate Honor

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Helpful leader's service to others sets national example for multiple sclerosis volunteers

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that David Smith is the June 2014 recipient of the Regions Bank Better Life Award. Smith is the Batesville City President and Market Manager for Clarksdale, Senatobia and Oxford, Miss. 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.



David Smith, recipient of the 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. Smith has chosen the Alabama-Mississippi Chapter of the National Multiple Sclerosis Society, a group dear to his heart because of his mother's ongoing 30-year fight with the disease. [A video profile of Smith](#) is available on the [Regions Financial YouTube channel](#).

Smith serves on the Board of the Alabama-Mississippi Chapter of the National Multiple Sclerosis Society. He has raised more than \$50,000 for the group over the past two years. In October 2013, Smith organized dozens of Regions associates across North Mississippi to participate in a service day benefitting people living with multiple sclerosis. The associates cleaned up, did home repairs, painted and performed other daily tasks that people living with multiple sclerosis may not be able to do on their own.

The service day gained media attention across Mississippi and is now being used by the National Multiple Sclerosis Society as an example of how corporations can contribute more than monetary donations.

"I know that money will someday lead to a cure for multiple sclerosis," Smith said. "But most people living with multiple sclerosis might not live to see that cure. What can we do for them today? Clean their house, mow their yard or change a light bulb. You'd be amazed at the difference it will make for them."

Smith's colleagues call him a servant leader.

"He gets involved with each associate and fights for their deals," said Jimmy Brown, North Mississippi Area President for Regions. "They know he'll find the answers and not just let an opportunity go. Everybody wants to be on his team, to make it a success."

"If you have a passion for what you do, you're going to ask the right questions and develop a meaningful relationship with the customer," said Smith. Those special customer connections have led to household and revenue growth for Regions across North Mississippi.

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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