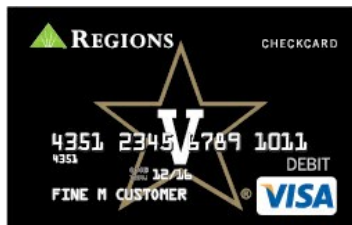


Regions Adds Vanderbilt CheckCard to Lineup of Affinity Cards

Sep 03, 2014

Available to order in branches, over the phone, or through Regions YourPix Studio

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** (NYSE: RF) is making it easier for fans of the Vanderbilt Commodores to show their school spirit, just in time for football season. As part of Regions' roster of teams available at the branch, the Contact Center and online through the Regions YourPix Studio, customers can now customize their Regions CheckCard with the Vanderbilt logo.



"We know there is a special connection our customers have with their favorite school and team," said Tom Brooks, head of Regions Retail Products. "Leveraging our status as the official bank of the SEC and being able to offer collegiate-branded cards allow our customers to express their school spirit with every purchase."

While customers can request a card through any Regions branch or over the phone via 1-800-REGIONS, customers can also go online and select the card through [Regions YourPix studio](#). The new Vanderbilt design joins the suite of other collegiate CheckCard options that Regions offers:

This new Vanderbilt design joins the suite of other collegiate CheckCard options that Regions offers its customers. (Photo: Business Wire)

- University of Alabama CheckCard
- Auburn University CheckCard
- Alabama A&M University CheckCard
- Alabama State University CheckCard
- University of Florida CheckCard
- Florida A&M University CheckCard
- Mississippi State University CheckCard
- Ole Miss CheckCard
- Tennessee State University CheckCard

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$119 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. Investment banking and business advisory services are offered through Regions Securities LLC. Member FINRA & SIPC. 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/20140903005224/en/>

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