

Regions Bank ranked Most Reputable Bank in the U.S. in Annual Reputation Institute Survey

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American Banker Magazine Recognizes Role of Regions Bank's Culture in Strong Reputation

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) has the best reputation among top U.S. banks according to a newly released survey from advisory firm Reputation Institute and the *American Banker Magazine*.

Regions Bank has an "excellent" reputation ranking, as defined by the Reputation Institute, and received the highest score (83.26 out of 100 points) among customers as well as the highest combined score among customers and noncustomers in the annual survey. Customers ranked Regions No. 1 in the Performance, Leadership and Workplace categories and among the top five in the Products & Services and Governance categories.

Regions Bank chairman, president and CEO Grayson Hall said: "We have built our company culture on a foundation of creating shared value -- providing quality financial products, services and advice in a manner that benefits customers, associates, communities and shareholders. We are grateful for the opportunity to serve our customers and those in our communities and for their vote of confidence in this year's Reputation Institute survey."

The July issue of the *American Banker Magazine* provides readers with an in-depth look at the Reputation Institute survey and trends among U.S. banks. The cover story examines Regions' culture and approach to serving its customers and communities.

The annual Survey of Bank Reputations measures U.S. consumers' perceptions of 32 U.S. banks. Now in its sixth year, the survey provides a detailed analysis of the components that together formulate corporate reputations, and how different banks rate on those measures. Scores are based on the results of an online questionnaire that was fielded March-April of 2015.

"The most reputable banks recognize that financial performance is important and constitutes 14% of what drives their reputation among customers and noncustomers," says Brad Hecht, VP and chief research officer at Reputation Institute. "However, they also realize that being responsibly run companies that are perceived as fair and transparent is even more important, driving 15% of their reputation among customers and 16% among noncustomers."

The results and related analysis can be found on Reputation Institute's website at <http://www.reputationinstitute.com/us-banking-reptrak> and on American Banker's website at AmericanBanker.com/bank-reputations-2015, as well as in the July issue of *American Banker Magazine*.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$122 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 1,650 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.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography. Learn more at: <http://www.reputationinstitute.com/>

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