

Regions Bank Launches Culture Website Reflecting Company's Mission, Vision and Values

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[Regions.com/culture](#) offers in-depth look at company standards, community involvement

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) on Tuesday announced the launch of a new web channel dedicated exclusively to sharing information on the company's culture.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150929005167/en/>

Optimized for both desktop and mobile viewing, [Regions.com/culture](#) serves as a central location for articles, videos and personal stories describing how Regions conducts business and the company's approach to community involvement and support.

"Culture is one of the most powerful forces in an organization, and we wanted to give people a better understanding of who we are," said Rick Swagler, head of External Affairs for Regions Bank. "Our culture includes commitments to customers, communities, shareholders and our associates, and this site brings those commitments to life with stories and videos that show our culture in action."

[Regions.com/culture](#) covers topics ranging from the company's Code of Business Conduct and Ethics to Regions' efforts to recruit and retain professionals who are dedicated to carrying out the company's mission. The site also details a recent survey from the research and advisory firm Reputation Institute and *American Banker* magazine showing Regions earned the best reputation among top U.S. banks in 2015.

Further, the site shares how Regions is committed to achieving results for its shareholders while recognizing that how those results are achieved is just as important as the results themselves.

Additional portions of [Regions.com/culture](#) recognize Regions associates who find unique and meaningful ways of having an impact both on the job and in their communities.

For example, one video features a Regions associate who has spent 55 years with the company serving generations of customers and mentoring hundreds of colleagues. Another video goes behind the scenes to highlight technology associates whose department is staffed around the clock to help ensure Regions' online and mobile services are available whenever customers need them. Each feature reflects how the company's culture has an impact on how business is conducted.

"Our culture is the foundation for everything we do," Swagler added. "Through this new site, we are able to share that culture directly with the customers and communities we serve."

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 1,630 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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