

Regions Bank Wins Greenwich Excellence Awards for Wealth Management

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Leading consulting firm Greenwich Associates has recognized [Regions Bank](#) for providing industry-leading service to private wealth management clients in 2015.

"We are pleased that Greenwich Associates, and especially our clients, have recognized our commitment to delivering an exceptional experience and would confidently recommend our services to others," said Anne Copeland, head of Regions Private Wealth Management. "Our advisors take a personalized, risk-based approach with every client and strive to provide tailored advice and solutions. These awards demonstrate that this approach is making a difference for our clients."

Regions Bank was recognized among chartered banks with wealth and retail investment services in both the Customer Service and Likelihood to Recommend categories. Regions was one of only four chartered banks recognized by Greenwich Associates out of more than 150 providers evaluated. The awards are based on 8,000 interviews with wealth management clients across the country.

With \$85 billion in assets under administration, Regions Wealth Management has experienced strong growth, increasing households, assets under supervision and revenues. Regions established the Wealth Management Group in June 2011, integrating its Trust, Private Banking, Asset Management and Insurance units within a single group.

Separately, Regions Bank was also recognized by Greenwich Associates for providing distinguished quality service to small business and middle market clients. Regions Bank received 12 Greenwich Excellence Awards for Small Business and Middle Market Banking in 2015. In addition, Regions Bank was awarded two 2015 Greenwich Best Brand Awards for Small Business Banking.

Additional information about the [2015 Greenwich Excellence Awards](#) is available at the Greenwich Associates web site, www.greenwich.com.

About Greenwich Associates

Greenwich Associates is the leading research-based consulting firm servicing the financial services industry. Greenwich Associates' studies provide benefits to the buyers and sellers of financial services in the form of benchmark information on best practices and market intelligence on overall trends. Based in Stamford, Connecticut, with additional offices in London, Toronto, Tokyo, and Singapore, the firm offers over 100 research-based consulting programs to more than 250 global financial services companies. Please contact us for further information or to arrange an interview with one of our consultants. You can visit our website, www.greenwich.com, for more information.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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 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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