

Regions Bank Customers Can Donate to Regions Tradition and Children's of Alabama in Special Promotion

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Use of Digital Services to help earn up to \$50,000 donation to hospital

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** wants to make it easy to support the charitable work of the upcoming **Regions Tradition**, and the tournament's primary charitable beneficiary, **Children's of Alabama**. Between now and May 31, each time someone uses one of the following Regions digital services, Regions will donate \$1 to Children's of Alabama, for a total gift of up to \$50,000*:

- A **Bill Payment** made to a new payee
- Activation of a new eBill in **Online Banking**
- Use of **Regions Personal Pay** to send funds

These services are available through **Regions Online Banking** and/or Regions Mobile Banking app.

"Regions and Children's of Alabama share a commitment to serving the people of our region," said Scott Peters, head of Regions Consumer Services. "By donating for everyday transactions our customers conduct, we can make an even greater impact and continue Regions' mission of making life better in the communities we serve."

Since 2011, the Regions Tradition has raised more than \$4.5 million for charities, \$1.1 million of which was raised in 2016.

The Regions Traditions is scheduled to be held at Greystone Golf and Country Club May 17-21, 2017. Regions, with the PGA TOUR, recently announced a contract extension for the Regions Tradition that will keep the tournament at Greystone and in the Birmingham area through 2023.

* Between 4/15/2017 and 5/31/2017, \$1 will be donated to Children's of Alabama for each consumer who completes one of the following actions: adds and pays a new biller using Online Bill Pay, activates a new eBill, or sends or requests money using Regions Personal Pay. Each of the Bill Pay or Personal Pay payments must be at least \$10 and must be paid to another party with a different mailing address from the primary Bill Pay account holder. Maximum donation, \$50,000 total.

Personal Pay is powered by Popmoney, which is a registered trademark of Fiserv, Inc., or its affiliates. \$1 fee for each personal payment. Funds will be available no sooner than one business day after payment is accepted by the recipient. Terms and conditions apply. Rules subject to change without notice.

Regions Online Banking with Bill Pay is subject to Regions Online Banking Service Agreement and Deposit Account Agreement.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 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 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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