



FOR IMMEDIATE RELEASE
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Champions Tour Introduces Logo for Regions Tradition
Regions Tradition will be first major championship of 2011 Champions Tour season

PONTE VEDRA BEACH, Fla. – Following the conclusion of the fifth and final major championship, the Champions Tour today introduced the logo for the Regions Tradition, the first major of the 2011 Champions Tour season, to be contested May 2-8, 2011 at Shoal Creek, near Birmingham, Ala.

The Regions Tradition logo incorporates three main elements – Regions Financial Corporation’s name and symbol, the historic Shoal Creek name and the prestigious Lyle Anderson Trophy, awarded to the tournament champion.

The design was a collaborative effort led by the Tour with input from Regions Financial Corporation, the title sponsor, and Shoal Creek, the host site of the championship.

The logo is reminiscent of a classic championship golf logo. Both word marks for Regions and Shoal Creek are contained within the symbol with the center mark of the symbol being the Lyle Anderson Trophy. The symbol also leverages the identity of the Regions brand with the dark and light green colors. A third color, pewter, has been included to reflect the trophy.

The Regions pyramid, depicted in the company’s signature green color scheme, symbolizes the company’s philosophy of making life better. The three points of the pyramid represent those they serve – their associates, customers and communities. The radiance emanating from the base of the pyramid creates five sections, each representing Regions’ five values – do what is right, put people first, reach higher, focus on your customer and enjoy life.

The trophy is named for Lyle Anderson, the founder of the Tradition. Anderson owned high-end golf developments and real estate investment companies for more than 30 years that hosted professional golf tournaments which include The Tradition, the original Skins Game and The Scottish Open. The inaugural Tradition was held at Desert Mountain in Scottsdale, Ariz., in 1989. After 14 years in the Grand Canyon state, the Tradition relocated to Oregon for the next seven years before finding a home at Shoal Creek.

Shoal Creek is a proven venue that has previously hosted the 1984 and 1990 PGA Championship, the 1986 U.S. Amateur Championship and the 2008 U.S. Junior Amateur Championship. The

7,234-yard, par 72, Jack Nicklaus designed layout provided three-stroke victories for both PGA Championship winners – Lee Trevino in 1984 and Wayne Grady in 1990.

Some of the biggest names in golf, including World Golf Hall of Fame members Jack Nicklaus, Trevino, Raymond Floyd, Tom Kite and Tom Watson, are past champions of the Tradition. Fred Funk is the defending champion, having posted a one-stroke victory over Michael Allen and Chien-soon Lu at Sunriver, OR last August.

The Golf Channel will televise the tournament exclusively each of the four days to more than 133 countries, reaching more than 117 million households.

The Bruno Event Team, the Birmingham, Ala., based events management company, will manage the event, including sponsorship sales, marketing, volunteers and operational set-up.

The Children's Hospital of Alabama will be the tournament's prime charitable beneficiary.

The tournament website is www.RegionsTradition.com.

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About The Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with 16 World Golf Hall of Fame members actively competing in its events and numerous other major championship winners among its members. The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will conduct 26 official Charles Schwab Cup events in 2010 offering \$51.5 million in official prize money, with the average tournament purse of \$1.98 million. The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for its members, to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. The web site address is www.pgatour.com.

About Regions Financial Corporation

Regions Financial Corporation, with \$135 billion in assets, is a member of the S&P 100 Index and one of the nation's largest full-service providers of consumer and commercial banking, trust, securities brokerage, 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 1,800 banking offices and 2,200 ATMs. Its investment and securities brokerage trust and asset management division, Morgan Keegan & Company Inc., provides services from over 300 offices. Additional information about Regions and its full line of products and services can be found at www.regions.com.

About Shoal Creek

Shoal Creek is a Jack Nicklaus designed golf course which was established in 1977. It is located in Shelby County, some 15 miles from downtown Birmingham, Alabama. Shoal Creek has hosted the 1984 and 1990 PGA Championships as well as the 1986 United States Amateur Championship.

About Children's Hospital of Alabama

The Children's Hospital of Alabama is the only hospital in the state dedicated solely to the care and

treatment of children and one of the 10 busiest pediatric medical centers in the U.S. One of only about 45 freestanding acute care hospitals of its kind in the nation, Children's Hospital is home to Alabama's only Level I pediatric trauma center. Children's campus includes the largest pediatric burn center in the Southeast, one of the largest pediatric outpatient centers in the country and a leading pediatric hematology/oncology center and bone marrow transplant program. Although Children's is the primary site for all pediatric educational programs and patient care activities within the UAB Medical Center, Children's Hospital is a private, not-for-profit hospital governed by a volunteer board of trustees. Children's will celebrate its centennial anniversary in 2011. Children's experiences an excess of 600,000 outpatient and 14,000 inpatient visits each year.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. BET manages more than 30 events per calendar year under four divisions – Golf, ZOOM Motorsports, Five Star Catering and Think + Creative Services, as well as manages events for the Alabama Sports Foundation. Bruno Event Team's golf division has managed all of the U.S. Senior Open Championships since 2004, along with 7 of the past U.S. Women's Open Championships since 1999. The company employs more than 70 full-time associates and 20 intern and limited term employees in nine offices around the country. Visit www.brunoeventteam.com for additional information.

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