



FOR IMMEDIATE RELEASE  
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**Fred Couples to play in Regions Tradition at Shoal Creek**  
*Regions Tradition is first major championship of 2011 Champions Tour season*

PONTE VEDRA BEACH, Fla. – Fan favorite Fred Couples, the 2010 Champions Tour Rookie of the Year who posted four wins in his debut season, has officially committed to play in the Regions Tradition at Shoal Creek, May 2-8.

Couples will be seeking his first Champions Tour victory of the year in Birmingham, Ala. The Seattle, Wash. native finished runner-up to Wayne Grady in the 1990 PGA Championship at Shoal Creek.

The Regions Tradition will be the third Champions Tour start for Couples in 2011. He finished tied for 16<sup>th</sup> in the season-opening Mitsubishi Electric Championship at Hualalai and tied for fifth at the Toshiba Classic in Newport Beach, Cal.

Couples has also played four PGA TOUR events this season, making the cut in each, including a T15 finish at The Masters Tournament. His best finish this year is a tie for seventh after being a stroke off the lead heading into the final round at the Northern Trust Open at Riviera Country Club, one of his favorite courses.

Tom Lehman and John Cook, Nos. 1 and 2 on the current Charles Schwab Cup standings and both multiple winners this year, are also in the field, along with defending champion Fred Funk.

Players have until 5:00 p.m. ET on Friday, April 29, to officially commit to the Regions Tradition.

Some of the biggest names in golf, including World Golf Hall of Fame members Jack Nicklaus, Lee Trevino, Raymond Floyd, Tom Kite and Tom Watson, are past champions of the Tradition.

Shoal Creek is a 7,234-yard, par 72, Jack Nicklaus designed layout 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 Golf Channel will televise the tournament exclusively each of the four days to more than 133 countries, reaching more than 117 million households.

The tournament website is [www.RegionsTradition.com](http://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 many of its 29 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a 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. Points earned in official Charles Schwab Cup events in 2011 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2010, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is [www.pgatour.com](http://www.pgatour.com), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

### **About Regions Financial Corporation**

Regions Financial Corporation, with \$132 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](http://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, Ala. 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.

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