



FOR IMMEDIATE RELEASE
August 23, 2010

Champions Tour Announces Major Championship in Alabama
The Regions Tradition will be played at Shoal Creek in May, 2011

BIRMINGHAM, AL - The Champions Tour today announced, along with Regions Financial Corporation, that the Regions Tradition, a major championship on the Champions Tour, will be played at Shoal Creek in May 2-8, 2011. Also present for the announcement was World Golf Hall of Fame member Lee Trevino, winner of the 1984 PGA Championship at Shoal Creek and winner of the 1992 Tradition at Desert Mountain.

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

"We're very excited to move this major championship to Alabama and Shoal Creek," said Mike Stevens, President of the Champions Tour. "The Greater Birmingham area has embraced and shown tremendous support for the Champions Tour over the years and delivering a major championship to this community was a natural fit. Having the opportunity to conduct the event at Shoal Creek - one of the nations finest golf courses with a proven history of delivering exciting major championships - will propel the Regions Tradition to a new level of major championship status."

After an amendment to the existing agreement between Regions Financial and the Champions Tour, Regions Financial will become the title sponsor of the Regions Tradition, having formerly been title sponsor of the Regions Charity Classic, a Champions Tour event played annually at Robert Trent Jones Trail at Ross Bridge in Hoover, AL.

"Since 2006, Regions has supported Alabama charities and communities through our partnership with the PGA TOUR and we are pleased to honor our existing commitment while also bringing a Champions Tour Major to Alabama for the first time," said Grayson Hall, President and CEO of Regions Financial. "Most importantly, the tournament will benefit the children and families across the state who rely on Children's Hospital of Alabama - the primary beneficiary of the 2011 Regions Tradition."

The Regions Tradition will be the first of five major championships on the 2011 Champions Tour season, with a history dating to 1989 when Don Bies won the first Tradition at Desert Mountain in Scottsdale, AZ. 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.

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 and the field for the Regions Tradition should be exceptional. In fact, Fred Couples, who finished second to Wayne Grady in the 1990 PGA Championship at Shoal Creek, is one of seven winners on the Champions Tour this year who also made the cut in that Championship. Also, around half of the field who made the cut at the 1984 PGA Championship are now Champions Tour members.

“Shoal Creek provided a fantastic test when I won in 1984 and it will be just as challenging for the players at the Regions Tradition next year,” said Lee Trevino, winner of 29 Champions Tour events, including the 1992 Tradition. “That was my final win on the PGA TOUR, so I have fond memories of the course.”

Shoal Creek is a proven venue that has stood the test of time, having previously hosted two PGA Championships in 1984 and 1990. The 7,234-yard, par 72, Jack Nicklaus designed layout provided three-stroke victories for both Trevino in 1984 and Wayne Grady in 1990.

“Shoal Creek is honored to be hosting another major golf championship,” said Tournament Chairman Mike Thompson. “Our members are eager to showcase our outstanding club to golf fans around the world. We will work hard to provide the players, spectators, sponsors and volunteers a first class experience. The Regions Tradition will certainly be well received by the Birmingham community.”

The Champions Tour has a significant impact on the communities which host events. The Children’s Hospital of Alabama will be the primary beneficiary of charitable contributions generated by the Regions Tradition, encouraging greater community support and participation. It is anticipated the economic impact on the region will be significant due to increased awareness of the tournaments status as a major championship.

“Children’s Hospital of Alabama is grateful to Regions and The Champions Tour for designating Children’s as the primary charity of the Regions Tradition. Bringing the Regions Tradition to the Birmingham area underscores Regions’ commitment to communities throughout Alabama and it will magnify the impact Children’s will make on the lives of children and families throughout our state,” said Mike Warren, President and CEO.

The Bruno Event Team, the Birmingham, Alabama based events management company, has been hired to manage the event, including sponsorship sales, marketing, volunteers and operational set-up. The tournament website is www.RegionsTradition.com.

#

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.

Contacts:

Mark Williams
Director, Communications, Champions Tour
904-280-5058
markwilliams@pgatourhq.com

Evelyn Mitchell
Corporate Communications, Regions Financial
205-264-4551
evelyn.mitchell@regions.com

Jessica Bryant
Public Relations Director, Bruno Event Team
205-967-4745 x182
jbryant@brunoeventteam.com

Adam Kelley
Manager, Corporate Communications, Children's Hospital of Alabama

205-558-2947
adam.kelley@chsys.org

Mike Thompson
Tournament Chairman, Shoal Creek
205-849-4300