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Tickets on sale for 2011 Regions Tradition at Shoal Creek

Give the Gift of Golf this Holiday Season

Birmingham, Ala. (Dec. 5) – Tickets are now on sale for the Regions Tradition to be held May 3-8, 2011, at the historical Shoal Creek Club. Tickets are available at www.regionstradition.com and make great stocking stuffers, especially with the new print at home feature. Fans can order their tickets and print from the convenience of their home.

Also available is the Regions Tradition Holiday Package, including two (2) Good-Any-One-Day tickets and a commemorative hat, all for only \$59. This is the only opportunity the Good-Any-One-Day ticket will be available for the championship. Additionally, a weekly admission pass is available for only \$80 until prices increase in 2011.

Spectators can select from a variety of tickets starting as low as \$10 and are encouraged to purchase tickets in advance, as prices will increase the week of the tournament. Among the many ticket options, the Regions Tradition will feature daily tickets for spectators, along with the option to purchase the Nicklaus Pavilion weekly hospitality ticket which includes access to a climate-controlled pavilion on hole #10 with special amenities.

The Regions Tradition will be the first of five major championships on the 2011 Champions Tour schedule, and all of the top players in Champions Tour golf are expected to compete. World Golf Hall of Fame members Jack Nicklaus, Lee Trevino, Raymond Floyd, Tom Kite and Tom Watson, are among the past champions of the Tradition, and the field for the Regions Tradition should be exceptional. 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 that also made the cut for the Championship in 2010. Nick Price, Bernhard Langer, Tom Lehman and defending champion Fred Funk are among the many others expected to compete.

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. By purchasing tickets to the Regions Tradition, fans are given the opportunity to give a gift to charity this holiday season.

Throughout the weekend, children 18 and under receive free general admission when accompanied by a ticketed adult. For additional information and to print and purchase tickets, visit 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 conducted 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 \$133 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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