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SEC NETWORK AND BIG NAMES COMING TO REGIONS TRADITION CELEBRITY PRO-AM

Expect More Excitement and Favorites Like Coach Nick Saban, Coach Gus Malzahn, Legendary Bo Jackson and More

BIRMINGHAM, ALA. (April 11) – The 2016 Regions Tradition at Greystone Golf & Country Club will bring some big names to play in the event’s celebrity pro-am on Wednesday, May 18th of tournament week. And this year also promises more excitement as SEC Network and *The Paul Finebaum Show* become part of the pro-am experience.

“Because of the relationships we have with the Tradition, the PGA Tour Champions, and the SEC, Regions was able to help bring together all of them to be a part of this pro-am,” said Scott Peters, head of Regions Consumer Services. “With the celebrity participation we have historically had at the pro-am, it was a natural fit for SEC Network, and their participation will help bring this great community event to many more people.”

The Paul Finebaum Show, live from 3:00 p.m. to 7:00 p.m. ET on SEC Network and syndicated radio stations, will make its golf tournament debut from the Champions Club patio, looking down the 18th fairway.

Celebrities committed thus far include:

- University of Alabama head football coach Nick Saban
- Auburn University head football coach Gus Malzahn

- University of Georgia head football coach Kirby Smart
- University of Mississippi head football coach Hugh Freeze
- Mississippi State University head football coach Dan Mullen
- Former Auburn running back, Heisman trophy winner, Auburn outfielder, NFL and MLB star Bo Jackson
- Former South Carolina head football coach Steve Spurrier
- Former Secretary of State Dr. Condoleezza Rice

The Regions Tradition celebrity pro-am will kick off tournament week with Wednesday's up-close-and-personal relaxed atmosphere when fans can meet the celebrities and golfers in advance of the following four days of tournament play. The celebrities are paired with some of golf's legendary pros, including Fred Couples, Hale Irwin, John Daly, Bernhard Langer, Colin Montgomerie, Rocco Mediate and defending champion Jeff Maggert.

This year's tournament will offer \$20 Good-Any-One-Day Grounds tickets, valid each day of the tournament week. Tournament Weekly packages include five (5) Good-Any-One-Day Grounds tickets for only \$80. Both ticket options are valid for Wednesday through Sunday of tournament week. Tickets are available online at www.regionstradition.com and can be printed conveniently from home or scanned on-site from your mobile device or tablet. As always, children 18 and under are admitted free with a ticketed adult.

Volunteer registration for the Regions Tradition is available online at www.regionstradition.com for those who are interested in participating in the event in a behind-the-scenes and unique way.

For additional information on the Regions Tradition, visit www.regionstradition.com.

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About PGA TOUR Champions

PGA TOUR Champions is a membership organization of golfers age 50 and older, with the most recognizable and accomplished players in the game - including 34 members of the World Golf Hall of Fame, which compete regularly in its events. PGA TOUR Champions is where Legends play, and is home to The Ultimate Clubhouse. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The primary purpose of PGA TOUR Champions 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 2016, the newly-introduced Charles Schwab Cup Playoffs will identify and recognize the Tour's leading player via a season-long race for the Charles Schwab Cup. The Commissioner of the PGA TOUR is Tim Finchem. Greg McLaughlin is President of PGA TOUR Champions. The PGA TOUR's website is pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow PGA TOUR Champions at facebook.com/PGATOURChampions and on Twitter @ChampionsTour.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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 1,630 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations,

hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination. Visit www.brunoeventteam.com for additional information.

About Greystone Golf & Country Club

Greystone Golf & Country Club is an active and vibrant private club that is nestled in the Valley of Double Oak Mountain, located in the Birmingham-Hoover metropolitan area. The Club is the cornerstone of the 1,400 home gated community which offers two world-class championship golf courses: Founders and Legacy. The Founders Course was designed by renowned architect Bob Cupp, and was established in 1991. The Legacy Course, located approximately three miles from the Founders Course, was designed by world-famous architect Rees Jones, and was established in 2000. Greystone Golf & Country Club is the fabled home of the Bruno's Memorial Classic, which was played at the Founders Course 1992-2005, and will again host Champions Tour players for the Regions Tradition in 2016, 2017, and 2018.