



FOR IMMEDIATE RELEASE:

**REGIONS TRADITION BIRDIES FOR CHARTY PROGRAM RAISES \$486,000
FOR LOCAL CHARITIES**

*SouthWest Water Company Announces Top 5 Winners for Matching
Funds*

BIRMINGHAM, ALA. (Sept. 5) – The Regions Tradition announced today that the Birdies for Charity fundraising program, sponsored SouthWest Water Company raised \$486,000 in 2017 for local charities. The major championship, which is held at Greystone Golf & Country Club, recruited 75 charities that participated throughout the community.

The primary goal of the Regions Tradition Birdies for Charity program is for participating 501(c)(3) organizations to successfully solicit and collect flat donations of \$20 or more, or pledges of \$.05 or more based on the number of birdies made by the PGA TOUR Champions players during the tournament. Organizations keep 100% of their collected donations, and administrative and promotional costs for the program are covered entirely by the Regions Tradition.

Another exciting aspect to the Birdies for Charity program is the SouthWest Water Company Matching Funds. Participating charities that raise \$1,000 or more become eligible to receive a match on every dollar raised. The minimum match percentage guaranteed is 5%, but the final percentage is determined at the close of the program, which is dependent on the amount available in the Matching Funds pool. The Matching Funds pool is funded through the support of SouthWest Water Company and various fundraisers held throughout the program. Eligible participating charities received a 7.57% match for 2017.

Additional funds are given to the top five charities raising the most money. SouthWest Water Company recognized the top five charities from the final leaderboard on Wednesday.

Below is a complete listing of the 2017 Top Five SouthWest Water Company Matching Funds Recipients:

1st Place – 12.57% match and winner of **\$12,565.96** – Parkinson Association of Alabama

2nd Place – 11.57% match and winner of **\$11,527.39** – Vestavia Hills High School Athletic Association

3rd Place – 10.57% match and winner of **\$5,617.56** – Ady's Army

4th Place – 9.57% match and winner of **\$2,166.63** – Owens House

5th Place – 8.57% match and winner of **\$1,834.91** – Grace to Ukraine

In the three years that Southwest Water Company has served as the presenting sponsor, the Birdies for Charity program has raised nearly \$2 million for participating charities.

For additional information about the Regions Tradition Birdies for Charity Program, please 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. Introduced in 2016, the Charles Schwab Cup Playoffs 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 \$125 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 1,600 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 SouthWest Water Company

SouthWest Water Company, delivering water solutions since 1925, is an American-owned company with nationwide resources and local management. SouthWest Water partners with communities to resolve water utility management challenges, system performance issues, significant capital needs, and unacceptable risks to deliver the best quality water and wastewater treatment possible. People from California to Alabama depend on the company as their trusted utility owner and operator. With its southeast regional headquarters in Shelby County, Alabama, the company provides a broad range of water and wastewater recovery services including maintenance and management services, water production, treatment and distribution, wastewater collection and treatment, customer services, and utility infrastructure construction

management and finance. SouthWest Water Company believes that, “With water comes responsibility.”

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