



FOR IMMEDIATE RELEASE

Ticket Sales and Volunteer Registration Kick Off for the 2016 Regions Tradition

New Event Location & New Volunteer Committee Opportunities Available

Birmingham, Ala. (Nov. 6) – The Regions Tradition announced today that tickets are now available and volunteer registration has opened for the 2016 event, to be held May 18-22. The Regions Tradition will now take place at Greystone Golf & Country Club.

This year's championship will offer \$20 Good-Any-One-Day Grounds tickets, valid each day of the tournament week or weekend. Tournament Weekly packages include five (5) Good-Any-One-Day Grounds tickets for only \$65 until February 29, 2016. Tournament Weekly packages will increase to \$80 beginning March 1, 2016. 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, kids 18 and under are admitted free with a ticketed adult.

“We are excited to officially kick off ticket sales and volunteer recruitment for the Regions Tradition, one of five major championships on the 2016 Champions Tour schedule,” stated Gene Hallman, Executive Director of the Regions Tradition. “We expect to have Fred Couples, Kenny Perry, Fred Funk, Bernhard Langer, Colin Montgomerie and defending champion Jeff Maggert return for a great week of golf at the beautiful Greystone Golf & Country Club.”

Past champions of the Regions Tradition include Lee Trevino, Jack Nicklaus, Tom Watson, Tom Lehman, David Frost and Kenny Perry and Jeff Maggert.

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.



Roughly 1,000+ volunteers are needed to fill positions on 25 different committees, including marshals, pro-am, transportation, merchandise and the newly added volunteer shuttle and player shuttle committees. A full description of committee responsibilities is provided on the website to assist volunteers in determining their preferences, and early submission of the application allows volunteers to specify their committee preference before they fill up.

All volunteers are required to purchase a volunteer package. For only \$60 (a \$150 value), Package A includes one tournament logoed golf shirt, one tournament logoed ball cap or visor, one water bottle, one volunteer credential valid for all days of the tournament, one lanyard and five Good-Any-One-Day Grounds tickets to the tournament. Or for \$95 (a \$300 value), Package B includes everything in Package A and a non-transferable round of golf at Greystone Golf & Country Club. Both packages include complimentary meals, snacks and beverages for the volunteer on the days they volunteer.

“Volunteers play such an important role in the Regions Tradition,” stated Allie Dunlap, volunteer manager of the Regions Tradition. “Not only is it a once-in-a-lifetime opportunity to be a part of the action on and off the course, but it also shows support for the children at Children’s of Alabama, the community and this prestigious event taking place at Greystone Golf & Country Club.”

Children’s of Alabama, the states only Level 1 pediatric trauma center, will again be the primary beneficiary of charitable contributions generated by the Regions Tradition. By purchasing tickets to the Regions Tradition, fans can also play a part in supporting this great cause.

For additional information on tickets and volunteering for the Regions Tradition, visit www.regionstradition.com.

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About the PGA TOUR’s Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game, with many of its 32 World Golf Hall of Fame members regularly competing. The Tour also counts 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. The Champions Tour 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. Points earned in official Charles Schwab Cup events in 2014 determined Bernhard Langer as the Charles Schwab Cup champion, the season-long competition designed to recognize the PGA TOUR Champions' leading player. The Commissioner of the PGA TOUR is Tim Finchem. Greg McLaughlin is President of the 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 the PGA TOUR Champions at facebook.com/ChampionsTour 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 in 16 states 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 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.



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