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Regions Tradition Tees off Volunteer Recruiting

Birmingham, Ala. (Dec 14, 2011) – Volunteer applications are now available for the 2012 Regions Tradition to be held June 4 – 10 at the prestigious Shoal Creek Golf Club

More than 1,000 volunteers will be recruited to work on one of 25 committees, including: leaderboards, marshals, transportation and walking scorers. Early submission of applications allows volunteers to specify their committee preference.

The Regions Tradition will be one of five major championships on the 2012 Champions Tour. This year's Charles Schwab Cup Champion, Tom Lehman is the defending champion of the Regions Tradition. 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. Players expected to compete include Tom Watson, Fred Couples, Nick Price, Bernhard Langer, Mark O'Meara, John Cook, Mark Calcavecchia, Hale Irwin and Fred Funk.

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

Interested volunteers should visit www.regionstradition.com to apply online. A full description of the committee responsibilities is provided on the website, along with an application to help volunteers determine their preferences.

All volunteers will be required to purchase the volunteer package for either \$50 or \$95 (a \$300+ value), which includes a volunteer uniform consisting of a tournament golf shirt and a ball cap or visor. In addition, each volunteer will be provided with a credential valid for admission each day of the tournament, six (6) Good Any One Day tickets, a preferred parking pass and breakfast and lunch on the days they work. Each volunteer who purchases the \$95 package will also receive one round of golf at Shoal Creek. The volunteer commitment will be approximately 20 hours, or four (4) shifts, during the course of the tournament.

For more information, please visit www.regionstradition.com.

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About The Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with many of its 29 members of the World Golf Hall of Fame competing regularly in its events and 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. Points earned in official Charles Schwab Cup events in 2011 determined Tom Lehman as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's 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. In 2011, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated more than \$118 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.7 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is www.pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About Regions Financial Corporation

Regions Financial Corporation, with \$130 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, 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 over 2,100 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 <http://www.regions.com>.