



FOR IMMEDIATE RELEASE
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2015 REGIONS TRADITION DATES ANNOUNCED
Shoal Creek to host major championship again in May 2015

BIRMINGHAM, Ala. – Regions Financial Corporation and the PGA TOUR's Champions Tour announced today that the 2015 Regions Tradition, a major championship on the Champions Tour, will be played at Shoal Creek from May 13-17 next year.

"Our May dates will allow us to once again host a major championship that will be popular with both the players and our patrons," said Regions Tradition general chairman Brad Bailey. "It's an honor for us to kick off the major championship season on the Champions Tour with one of the strongest fields of the year."

Kenny Perry won the 2014 Regions Tradition with a one-stroke victory over Mark Calcavecchia. It was Perry's third Champions Tour major in less than a year, making him only the second player to win in three consecutive Champions Tour major starts, joining Gary Player, who did it in 1987-88.

The tournament, which began in 1989 in Scottsdale, Ariz., and first came to Birmingham, Ala., in 2011, will relocate just a few miles away to Greystone Golf & Country Club for 2016, '17 and '18.

Regions' association with the Champions Tour in Birmingham has benefitted Children's of Alabama and local area charities significantly, donating more than \$13 million in total since the first Champions Tour event was held in Birmingham in 1992. Of that \$13 million, more than \$2 million has been donated since the Regions Tradition came to Shoal Creek in 2011.

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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 32 members in the World Golf Hall of Fame competing regularly in its events. 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'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. Points earned in official Charles Schwab Cup events in 2013 determined Kenny Perry as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is pgatour.com, the No. 1 site in

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golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow the Champions Tour at facebook.com/ChampionsTour and on Twitter [@ChampionsTour](https://twitter.com/ChampionsTour).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$117 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 1,700 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.

Media Contacts

Mark Williams
Champions Tour
904-280-5058
markwilliams@pgatourhq.com

Jessica Sciacca
Bruno Event Team
205-919-2332
jsciacca@brunoeventteam.com

Mel Campbell
Regions Financial
205-326-5452
mel.campbell@regions.com