



Regions Charity Classic
May 12-16, 2010
Robert Trent Jones Golf Trail at Ross Bridge
www.regionscharityclassic.com

FOR IMMEDIATE RELEASE

CONTACT:

Jessica Bryant Regions Charity Classic 205-977-9350 jbryant@brunoeventteam.com	Evelyn Mitchell Regions 205-264-4551 evelyn.mitchell@regions.com	Garland Stansell Children's Hospital 205-939-6250 garland.stansell@chsys.org
---	--	---

Children's Hospital Named as Primary Beneficiary for 2010 Regions Charity Classic

Annual Junior Poster Contest to Benefit Children's and Education Statewide

BIRMINGHAM, Ala. – March 30, 2010 – Regions Charity Classic Foundation announced today that title sponsor Regions Financial Corporation (NYSE: RF) has named Children's Hospital of Alabama as the primary beneficiary for the 2010 Regions Charity Classic. The fourth annual Regions Junior Poster Contest also kicks off today and will benefit the hospital along with its traditional focus on education throughout Alabama. In addition, the Regions Charity Classic will continue to work with many other worthwhile organizations through our Birdies for Charity Program as part of the ongoing effort to support charities throughout the state and beyond.

"For many years the Regions Charity Classic golf tournament has been a prominent event in our state, and we are proud to be associated with it," said Bill Horton, Regions North Central Alabama area president. "Like Regions, Children's Hospital has served the people of Alabama for almost 100 years and we share a common goal – to make life better in the communities we serve. Children's Hospital is a notable institution in our state, and we are pleased to support their essential work through the Regions Charity Classic. By designating Children's Hospital of Alabama as the primary beneficiary, we focus our resources on one cause that continues our longstanding statewide approach and protects the future of our communities with an emphasis on children today."

Regions Financial and Children's Hospital share important characteristics that make this partnership an ideal fit. Both serve individuals throughout Alabama, making this a natural progression for the tournament as a family-friendly attraction that draws spectators from Alabama and its surrounding states.

-MORE-

2010 Regions Charity Classic

Page 2

“When the Regions Charity Classic began in 1992, our goal was to give back to Alabama communities, and we are proud to have contributed nearly \$11 million to support Alabama charities over the years,” said Gene Hallman, Regions Charity Classic tournament executive director. “Regions Financial has always requested that the name of the tournament include the word charity. The charitable mission of this event is very important to the title sponsor. As such, providing tournament proceeds to Children’s Hospital in conjunction with the Birdies for Charity program is a very effective way to highlight the tournament’s charitable mission.”

As one of the largest public events in the state, attendees will see their dollars at work. In 2009, Children’s Hospital saw children, coming from every county in Alabama representing more than 14,000 in-patient admissions and 600,000 out-patient visits. Proceeds from the Regions Charity Classic will benefit areas within the hospital system where children have the highest need.

“Children’s Hospital of Alabama is delighted and honored to partner with Regions as the primary beneficiary of the Regions Charity Classic,” said Mike Warren, president and CEO of Children’s Health System of Alabama and Children’s Hospital. “Regions’ strong commitment to Alabama communities and the southeast and its long-standing support of charities mirror our commitment to and support of children and families across the state and southeast region who are in need of specialized pediatric healthcare. This announcement underscores Regions’ community-based philosophy and strong history of supporting activities, events and organizations that embrace kids, families and neighborhoods.”

In addition to naming Children’s Hospital as the primary beneficiary, Regions will be accepting entries for the fourth annual Regions Junior Poster Contest beginning Tuesday, March 30, through Saturday, April 24. All kindergarten through fifth grade Alabama students are encouraged to put on their creative hats and exhibit their artistic talent. A total of 24 grade-level prizes will be awarded to the top poster entrants from each grade level in four regional areas throughout Alabama. The top poster from each grade level will then be entered in the grand prize competition to win \$10,000 for the winner’s school and another \$10,000 for Children’s Hospital. In addition, the grand prize poster will be deemed the official 2010 tournament poster.

All eligible students may visit any Regions branch in the state of Alabama to obtain complete poster rules, regulations and drop-off locations. Information is also available at www.regionscharityclassic.com.

The 2010 Regions Charity Classic will be held May 12-16 at the Robert Trent Jones Golf Trail at Ross Bridge. Regions Charity Classic is one of 26 official events on the Champions Tour for 2010, and favorites Fred Couples, Hale Irwin, Hal Sutton, Tom Kite, Bernhard Langer, Ben Crenshaw, Curtis Strange and defending champion, Keith Fergus are expected to compete. Celebrities competing in the Pro-Am on May 13-14 include Nick Saban, Gene Chizik, Steve Spurrier, Dan Mullen, Jim Fisher and Charles Barkley.

-MORE-

2010 Regions Charity Classic

Page 3

About Regions Charity Classic

The 2010 Regions Charity Classic will be held May 12-16 at the Robert Trent Jones Golf Trail at Ross Bridge. Players expected to compete include Fred Couples, Hale Irwin, Hal Sutton, Tom Kite, Bernhard Langer, Ben Crenshaw, Curtis Strange and defending champion, Keith Fergus. Since its inception, the tournament foundation is approaching \$11 million donated to local Alabama charities. Please visit www.regionscharityclassic.com or call (205) 969-9229 for sponsorship, volunteer, ticket, charity or general information.

About Regions Financial Corporation

Regions Financial Corporation, with \$142 billion in assets, is a member of the S&P 100 Index and one of the nation's largest full-service providers of consumer and commercial banking, trust, securities brokerage, asset 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 1,800 banking offices and 2,200 ATMs. Its investment and securities brokerage 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 www.regions.com.

About Children's Hospital of Alabama

The Children's Hospital of Alabama is the only hospital in the state dedicated solely to the care and treatment of children and one of the 10 busiest pediatric medical centers in the U.S. One of only about 45 freestanding acute care hospitals of its kind in the nation, Children's Hospital is home to Alabama's only Level I pediatric trauma center. Children's campus includes the largest pediatric burn center in the Southeast, one of the largest pediatric outpatient centers in the country and a leading pediatric hematology/oncology center and bone marrow transplant program. Although Children's is the primary site for all pediatric educational programs and patient care activities within the UAB Medical Center, Children's Hospital is a private, not-for-profit hospital governed by a volunteer board of trustees. Children's will celebrate its centennial anniversary in 2011. Children's experiences an excess of 600,000 outpatient and 14,000 inpatient visits each year.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. BET manages more than 30 events per calendar year under four divisions – Golf, ZOOM Motorsports, Five Star Catering and Think + Creative Services, as well as manages events for the Alabama Sports Foundation. The company employs more than 60 full time associates and 20 intern and limited term employees in nine offices around the country. Visit www.brunoeventteam.com for additional information.