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Regions Bank Adds New Financial Management Tools to Online Banking

My GreenInsights provides a financial hub for customers to manage their finances

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) has enhanced its popular Online Banking service to offer consumer and business customers more tools to manage their finances. "My GreenInsights," the suite of financial management tools in Regions Online Banking, incorporates the personal financial management assistance most desired by consumers.

My GreenInsights allows users to create savings and payoff goals, categorize transactions, create budgets, review cash flow, evaluate net worth and more. The new service also aggregates information from both Regions and non-Regions accounts, ensuring a broad financial picture. Once they begin using the online financial tools, customers can also establish alerts to notify them about account balances, budget status updates, and create other customized alerts.

"My GreenInsights puts the information that customers want about their finances conveniently in their hands," said Chris Cox, head of Regions eBusiness. "This service allows customers to create a financial plan and monitor their progress within online banking."

The site lets consumers and business customers customize the information presented to them and categorize different types of transactions. And they can view account activity through a simple dashboard that provides:

- Pie charts to track spending
- Automatic categorization of transactions
- Ability to bring in external account information
- Spending targets for categories and budget tools
- Cashflow calendars that tracks income and bills
- Goal tracking, for savings or payoffs
- Net worth estimating tool
- Alerts to notify about spending, goals and upcoming bills
- Exporting to common spreadsheet formats

My GreenInsights is available from Regions Online Banking, under the "Insights" tab and is provided at no cost to Regions Online Banking customers.

About Regions Financial Corporation

Regions Financial Corporation, with \$122 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 2,100 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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