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Regions Bank Announces Financial Fitness Fridays

Throughout January, in-branch events across 16 states will help individuals and businesses focus on succeeding financially in 2013 and beyond

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) is stepping up its efforts to help consumers and business owners focus on their financial fitness. Every Friday during the month of January, select Regions Bank locations across 16 states will host in-branch financial fitness events covering a wide range of important topics such as budgeting, borrowing, identity protection, investing, estate planning and more. More information about Financial Fitness Fridays, including a list of participating locations, is available at regionsbanknews.com/fridays.

"Through events like these, as well as a whole range of other tools, resources and personal advice we provide, we're encouraging people of all ages and life stages to take the steps to ensure their long term financial success," said John Owen, head of Business Lines for Regions Bank. "Providing this important guidance and information is vital to helping individuals and businesses make more informed financial decisions that are good for our customers as well as their families, employees, and communities."

As another part of its company-wide commitment to financial advice, guidance and education, Regions is also expanding its popular [My GreenGuide](#) online financial resource center to help people save, plan, and make smarter financial decisions. My GreenGuide, an online financial resource center, is available at regions.com/advice and features tips, advice, articles, and calculators on a variety of financial topics, including:

- Budgeting
- Buying a home or car
- Finding loan assistance
- Investing
- Preparing for college and paying off student loans
- Planning for retirement
- Elder abuse
- Dealing with unexpected expenses
- Disaster resources
- Taxes

In addition to events such as Financial Fitness Fridays and tools such as My GreenGuide, Regions Bank works closely with community partners and non-profit organizations to provide financial education resources to students and adults. As an example, since 2010 Regions Bank has worked with Everfi, a leading education technology company, to provide free online financial education courses to students and Regions Bank customers through the Regions Financial Learning Center. Customers interested in taking advantage of this complimentary financial education program are encouraged to visit any Regions Bank branch to receive information on the Regions Financial Learning Center, along with a personalized code to access the training online.

Join in the conversation about financial fitness and learn some financial conditioning ideas by liking Regions on Facebook at www.facebook.com/regionsbank or following [@askRegions](#) on Twitter for tips and ideas.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), 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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