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Regions Bank Wins 2017 Javelin Trust in Banking Leaders Award; Customers Rank Regions a Leader in Reliability and Looking out for Their Best Interests

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Javelin Strategy & Research has ranked Regions Bank as a 2017 Javelin Trust in Banking Leaders Award winner for demonstrating consistently high performance in serving the needs of accountholders.

Javelin ranked 17 of the largest financial institutions in the U.S. according to the level of trust accountholders reported for each bank or credit union they identified as their primary financial institution. Regions distinguished itself as an overall leader in trust, by establishing both reliability and goodwill among their customers.

"Every day Regions associates are focused on helping customers meet their financial goals and improving their banking experience by providing the best tools and advice while also maintaining strong safeguards against fraud," said John Owen, head of the Regional Banking Group for Regions Bank. "We appreciate our customers' confidence in Regions and this recognition that we're putting their interests first."

The Javelin report found that customers ranked Regions as a top performer in reliability, both in terms of availability of funds as well as features to protect them from loss in case of fraud. Customers also ranked Regions as a leader in goodwill, which is more difficult to establish and measures the customers' view of how likely the bank is to look out after their interests.

"Trust is the bedrock upon which financial services relationships are built. Trust is not simply given and cannot be taken for granted. Rather it must be earned through actions that demonstrate a commitment to being a good partner in consumers' financial lives," said Al Pascual, Senior Vice President, Research Director and Head of Fraud & Security at Javelin Strategy & Research.

Javelin Strategy & Research, a Greenwich Associates LLC company, is a research-based advisory firm. The inaugural edition of 2017 Javelin Trust in Banking Leaders Award is based on the [Trust in Banking](#) report. More information about the 2017 Javelin Trust in Banking Leaders is available [here](#).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 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 across the South, Midwest and Texas, and through its subsidiary, Regions Bank, an equal housing lender, operates approximately 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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