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Denise Redden, Longtime Branch Manager in New Salisbury, Ind., Receives Regions Bank's Top Associate Honor

Company recognizes recent retiree for nearly four decades of service.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Denise Redden, who retired in March after 38 years with the company, is the April 2017 recipient of the Regions Bank Better Life Award. Redden was a Branch Manager in New Salisbury, Ind. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance, as well as exemplary involvement and commitment to the community.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20170412005110/en/>



Denise Redden, April 2017 recipient of the Regions Bank Better Life Award (Photo: Business Wire)
dedication to their success.

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a nonprofit organization of the winner's choice. Redden chose St. Jude Children's Research Hospital in Memphis, Tenn. St. Jude is a 55-year-old nonprofit devoted to curing and preventing pediatric catastrophic diseases. The hospital has never billed a patient for care.

"About 15 years ago, my niece spent some time at St. Jude. She had cancer and passed at 16," Redden said. "St. Jude just has a special place in my heart."

Redden also holds memories of the many associates she took under her wing during her Regions career. At her recent retirement celebration, many of those Redden mentored thanked her for her

"I can't even put into words how much she means to me and how much she has impacted my life and made me who I am today. I am so privileged to have been able to share this journey with her," said Sandy Heilig-Stewart, New Salisbury Branch Team Leader, who worked for Redden for the past 32 years. "We will continue to be a successful branch because of the leadership skills Denise instilled in us."

Now that her legacy at Regions is established, Redden has more time to devote to other causes. Every Wednesday she serves meals at the Free Meal Soup Kitchen at her church. She also participates in B to B, a local networking group, and the Washington County Christmas Angel Tree program.

[A video profile of Redden's career and community service](#) is available on the [Regions Financial YouTube channel](#).

About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities Regions serves, and who is an example of the company's values:

- | Put People First
- | Do What Is Right
- | Focus On Your Customer

- | Reach Higher
- | Enjoy Life

Regions associates are nominated for the award by their managers and peers. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast to offices throughout the communities Regions serves. In addition to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in their name to the nonprofit organization of their choice.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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, 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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