

News Release

REGIONS FINANCIAL ANNOUNCES DIVERSITY ADVISORY COUNCIL MEMBERS*Community and industry leaders to advise company on diversity initiatives*

BIRMINGHAM, Ala., Jun 08, 2010 (BUSINESS WIRE) --As part of the company's ongoing efforts to engage associates, customers and communities, Regions Financial (NYSE:RF) today announced that the following distinguished individuals have agreed to serve on the inaugural Regions Diversity Advisory Council:

Dr. George T. French, Jr., President of Miles College in Fairfield, Ala. Dr. French previously served as Director of Institutional Planning and Development, directed the offices of Alumni Affairs, Federal Contracts and Grants, Title III, Institutional Research and Effectiveness, and Congressional Relations and Public Relations.

John Hudson, Vice President of Public Relations for Alabama Power. Hudson serves as Vice Chairman of the Jefferson County, Ala. Economic and Industrial Development Authority; and is a member of the Alabama State Bar (ASB) as well as a member of ASB's Diversity in the Practice Committee. Hudson previously managed Corporate Diversity and Public Affairs for Regions and will chair the Regions Diversity Advisory Council.

Dr. Bernice King, President-elect of the Southern Christian Leadership Conference. Dr. King is an ordained minister at New Birth Missionary Baptist Church in Lithonia, Ga.; a member of the Georgia State Bar; and founder of Be A King.

Lamell McMorris, founder and CEO of Perennial Strategy Group in Washington, D.C. McMorris is former Executive Director and CEO of the Southern Christian Leadership Conference; and a NAACP Special Contribution Fund Trustee.

Isabel Rubio, Executive Director and founder of the Hispanic Interest Coalition of Alabama. Rubio is a member of the National Council of La Raza Executive Committee; and is a member of the Alabama ARISE and Cultural Alliance of Greater Birmingham boards of directors.

"At Regions we are fortunate to operate in some of the most culturally diverse markets in the United States and we have built a team of talented associates representing many different backgrounds," said Grayson Hall, president and chief executive officer. "To create value for customers we must continue to engage all of the communities we serve and the quality of our council membership reflects the strength of our commitment to all diversity efforts."

The Regions Diversity Advisory Council was established in May 2010 to support and inform the company's overall diversity efforts. Council members will meet regularly with Regions' executives to discuss the strategic direction of the bank's diversity initiatives and programs and to provide objective expertise and guidance.

Lajuana Bradford, head of Corporate Diversity and Public Affairs for Regions Financial, will oversee the Regions Diversity Advisory Council. Bradford manages the company's enterprise-wide diversity strategy and coordinates Regions' cross-functional Diversity Network, which supports the bank's customer relationship, employee engagement and supplier diversity priorities.

About Regions Financial Corporation

Regions Financial Corporation, with \$137 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.

SOURCE: Regions Financial

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