



Welcome to
Regions Priority BankingSM –
you've earned it!

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[NAME]

Condo No. 123
629 Euclid Avenue LOC 01-3920
Cleveland, Ohio 44114-3007



Dear [Priority Banking Customer],

Regions is privileged to be your financial services provider and continuing to meet your unique banking and investment* needs remains our top priority.

That's why I am pleased to welcome you to **Regions Priority Banking**, an exciting new relationship status that provides you and your household with higher-level, "priority" service, plus special savings and earnings opportunities. You have been awarded this status for being one of our best customers.

The cornerstone of this enhanced service program is our new **Priority Banking Center**, a full-service, phone-based resource dedicated exclusively to serving the needs of Regions Priority Banking members. Knowledgeable Regions Priority Bankers are now available to you 7 days a week at **1-800-761-BANK (2265)** to:

- Answer questions you have about your current banking products or services;
- Help you explore solutions to your personal banking needs;
- Offer guidance on IRAs and planning for retirement, or provide access to a Morgan Keegan Financial Advisor, depending on your needs.

From your office desk or kitchen table, you can now get highly professional and personalized attention from specialists eager to serve as your "personal banking assistant." In fact, feel free to ask for a specific Priority Banker by name, if you choose, every time you call. Of course, you can also continue to bank at and expect excellent service from your favorite Regions branch.

Regions Priority Banking membership brings you other benefits as well, such as access to our investment and retirement professionals,* and special offers on select deposit and loan products. For more details, see the enclosed brochure, visit regions.com/prioritybanking, or call the Priority Banking Center. Also watch for additional Regions Priority Banking communications in the weeks ahead.

Thank you once again for being a Regions customer, and welcome to Regions Priority Banking!

Sincerely,

Thomas B. Twitty
Executive Vice President
Regions Priority Banking

P.S. There are no fees associated with your membership in Regions Priority Banking, and you and your household are automatically enrolled based on your current relationship with Regions. It's our way of ensuring that we continue to give you more than you expect, and all that you deserve.

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