

**2009 Regions Special Event “Match It! Bank It!” Promotion
Official Rules**

NO PURCHASE NECESSARY. A PURCHASE OR BANKING RELATIONSHIP WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **Eligibility:** The 2009 Regions Special Event “Match It! Bank It!” Promotion (the “Promotion”) is open only to legal U.S. residents of AL, AR, FL, GA, IA, IL, IN, KY, LA, MS, MO, NC, SC, TN, TX, and VA of the age of majority or older in their state of residence who have a valid driver’s license. Employees of Regions Bank, Regions Financial Corporation (“Sponsor”), Big Sky Enterprises (“Administrator”), or their affiliated companies, their successors, immediate family members (parents, children, siblings, spouses) and/or persons living in the same household as such employees, whether related or not, and those involved in the development, handling, production, implementation and distribution of this Promotion, and their advertising or promotion agencies, parent companies, agents, officers, subsidiaries or affiliates, service providers, prize suppliers, or any other persons/entities directly associated with this Promotion are ineligible to enter and/or win a prize.

2. **Promotion Period; Special Events; Promotion Contests:** The Promotion runs between February 1, 2009 and December 31, 2009 (the “Promotion Period”) at Regions Bank designated special events (which may include certain Regions Bank grand openings and branch open houses, and Regions Bank sponsored local festivals and sporting events) (the “Special Events”). Visit www.regions.com/grandopenings to find the dates, times and locations of scheduled **Special Events**. The Promotion includes an overall Match It. Bank It! Grand Prize Contest (the “Grand Prize Contest”), which runs throughout the Promotion Period. In addition, the Promotion includes Match It. Bank It! Numbers Contests (“Onsite Numbers Contests”) that will be held at each Special Event. Certain Special Events will also hold a Match It. Bank It! Money Machine Contest (an “Onsite Money Machine Contest”). (The Onsite Numbers Contests and the Onsite Money Machine Contests are collectively referred to as the “Onsite Contests.”) **Limit one (1) entry in the Grand Prize Contest and in the Onsite Contests per person during the Promotion Period.** Multiple entries or entering at more than one Special Event will disqualify entrant.

3. **How to enter Grand Prize Contest:** To enter the Grand Prize Contest, visit any Special Event during the Promotion Period, and complete a Grand Prize Contest Official Entry Form, available onsite at the Special Event. Place the Official Entry Form into the Official Entry Box located onsite at the Special Event location during the announced time of the Special Event. Each Grand Prize Contest entry must be original and hand written. Each entry must be complete and include the entry of six (6) single digit numbers. No photocopies, facsimile or mechanically reproduced entries allowed. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible or incomplete entries. Entries void if defective, altered, forged, or obtained outside authorized channels. Entries become the property of the Sponsor and will not be returned.

4. **Grand Prize Contest Drawing; First Prize Drawing:** On or about January 11, 2010, fifty (50) possible Grand Prize Contest Winners (the “Potential Grand Prize Winners”) will be chosen in Atlanta, GA via a random drawing from among the combined eligible Grand Prize

Contest entries received during each of the Special Events held throughout the Promotion Period. Each of the Potential Grand Prize Winners will have the six (6) digit number they entered on their Official Entry form compared to a winning six (6) digit number selected prior to the commencement of the Promotion and sealed until the day of the Grand Prize Contest drawing (the “Grand Prize Number”). The Potential Grand Prize Winner (if any), whose six (6) digit number matches the Grand Prize Number, in both the digits and the order of the digits, will be the Grand Prize Contest Winner. If more than one Potential Grand Prize Winner’s six (6) digit number successfully matches the Grand Prize Number, the Grand Prize amount will be equally divided among all such winners. If none of the Potential Grand Prize Winner’s numbers successfully matches the Grand Prize Number, a First Prize Winner will be selected via a random drawing held on or about January 11, 2010 from among all Potential Grand Prize Winners.

5. Grand Prize Contest Prizes: One (1) Grand Prize Contest Grand Prize may be awarded. Grand Prize (in the event that it is awarded) consists of a \$100,000 Regions Bank LifeGreen® Checking Account. In the event that more than one Potential Grand Prize Winner’s six (6) digit number successfully matches the Grand Prize Number, the Grand Prize amount of \$100,000 will be equally divided among all such winners and will be provided in the form of a Regions Bank LifeGreen Checking Account to each such winner. In the event that there is no Grand Prize Contest Grand Prize winner, one (1) First Prize will be awarded. First Prize (in the event that it is awarded) consists of \$10,000 cash deposited into a Regions Bank LifeGreen Checking Account in First Prize winner’s name.

6. Onsite Contests and Prizes:

A. Onsite Numbers Contests: During each Special Event held during the Promotion Period, the participating Regions Bank branch will hold an Onsite Numbers Contest by posting a Match It. Bank It! sign onsite at the Special Event location containing one (1) randomly selected six (6) digit winning number (the “Onsite Winning Number”). The first 1,000 eligible participants at each Special Event who have completed a Grand Prize Contest Official Entry Form will be invited to compare the first six (6) digits and the first five (5) digits of their driver’s license number against the six (6) digits and the first five (5) digits of the Onsite Winning Number. (The first six (6) digits and the first five (5) digits of a participant’s driver’s license exclude any letters, dashes or hyphens that may be part of a driver’s license number.) The first eligible participant (if any) whose first six (6) digits of their driver’s license number match the Onsite Winning Number (in exact sequential order) will win an Onsite Numbers Contest prize consisting of \$10,000 cash deposited into a Regions Bank LifeGreen checking account in winner’s name (a “\$10,000 Numbers Contest Prize”). The first eligible participant (if any) whose first five (5) numbers of their driver’s license number match the first (5) digits of the Onsite Winning Number (in exact sequential order) will win an Onsite Numbers Contest prize consisting of \$1,000 cash deposited into a Regions Bank LifeGreen checking account in winner’s name (a “\$1,000 Numbers Contest Prize”). Up to one (1) \$10,000 Numbers Contest Prize and up to one (1) \$1,000 Numbers Contest Prize may be awarded at each Special Event. Limit one (1) Onsite Numbers Contest prize per person. All Onsite Numbers Contest participants must be present in order to play and to win.

B. Onsite Money Machine Contests: During certain Special Events held during the Promotion Period, seven (7) Onsite Money Machine Contest participants will be randomly drawn through seven (7) drawings from the onsite Grand Prize Contest Official Entry Box from all eligible entries received at the time of each drawing. (The Onsite Money Machine seven drawings will be held at approximately 10:30 am, 11:00 am, 11:30 am, 12:00 pm, 12:30 pm, 1:00 pm, and 1:30 pm on the date of the Special Event.) Each of the seven Onsite Money Machine Contest participants will have an opportunity to play the Onsite Money Machine Contest by collecting as much money as he or she can from the Money Machine in 15 seconds in accordance with the Onsite Money Machine Contest Official Rules, which will be provided to each contestant prior to playing. Maximum available value of an Onsite Money Machine Contest prize for each winner is \$500. Limit one (1) Onsite Money Machine Contest prize per person. **Please note that not all Special Events will have the Onsite Money Machine Contest available.** All Onsite Money Machine Contest participants must be present at the time their names are drawn to win. If not present at such time, an alternate participant will be drawn from among all remaining eligible entries. Participation in the Onsite Money Machine Contest is subject to the Onsite Money Machine Contest Official Rules, which will be available at each Special Event in which an Onsite Money Machine Contest is held and provided to each contestant prior to play.

7. Odds and Value of Promotion Prizes: For the Grand Prize Contest, odds of becoming a Potential Grand Prize Winner depends on the total number of entries received during all Special Events held during the Promotion Period. Odds of a Potential Grand Prize Winner winning Grand Prize are 1:1,000,000. Odds of a Potential Grand Prize Winner winning First Prize (in the event that the First Prize drawing is held) are 1:50. For the Grand Prize Contest, the approximate retail value (“ARV”) of the Grand Prize is \$100,000 and the ARV of the First Prize is \$10,000.

For the Onsite Numbers Contests, odds of winning are 1:1,000,000 for the \$10,000 Numbers Contest Prize and 1:100,000 for the \$1,000 Numbers Contest Prize. The ARV of each \$10,000 Numbers Contest Prize is \$10,000, and the ARV of each \$1,000 Numbers Contest Prize is \$1,000.

For each Onsite Money Machine Contest, odds of being selected as an Onsite Money Machine Contest contestant depend on the total number of eligible entries received at the time of the Special Event Onsite Money Machine drawings. The ARV of each available Onsite Money Machine Contest prize varies according to the amount of money a contestant can catch in 15 seconds; the maximum available value of any Onsite Money Machine Contest prize for any individual contestant is \$500.

Total ARV of all Promotion prizes potentially available through the Grand Prize Contest and all Onsite Contests (assuming 10 Special Events) is \$245,000. All prize claims subject to verification.

8. Prize Winner Notification, Prize Claims: Sponsor will notify the Grand Prize Contest winner(s) (or First Prize winner) by telephone or other traceable method of delivery within 5 days after the Grand Prize Contest Drawing. Onsite Contest winners will be notified immediately and must be present at Special Event to win. Grand Prize Contest winner(s) will be required to complete and submit an affidavit of eligibility/liability and where legal, advertising/publicity release, within 14 days of notice of prize. Onsite Contest prize winners will be required to

complete and submit an affidavit of eligibility/liability and where legal, advertising/publicity release, at time of Onsite Contest prize notification or award. (Tennessee residents need not consent to, or sign any, publicity release.) If for any reason prize notification is returned as undeliverable or a prize winner cannot be reached after reasonable effort has been exerted, or is deemed ineligible, or does not complete and return the required documents, prize may be forfeited and an alternate prize winner will be selected from all eligible entries.

9. Prize Restrictions, Additional Terms: All expenses not specifically mentioned herein are the sole responsibility of the prize winner. No substitution, assignment or transfer of a prize is permitted, except by or with the consent of Sponsor, who reserves the right to substitute a prize with another prize of greater or comparable value. Any and all taxes, fees, and/or any other costs incurred in claiming or using any of the prizes are the sole responsibility of each prize winner. Please visit http://www.regions.com/personal_banking/lifegreen_checking.rf for details, terms and restrictions regarding LifeGreen Checking Accounts. Acceptance of prize constitutes permission to use such prize winner's name, biographical information, voice and/or likeness for Sponsor's promotional and/or advertising purposes without notice or further compensation, unless legally prohibited. By participating, entrants agree to be bound by the Official Rules of this Promotion, the Official Rules of an applicable Onsite Contest, and the decisions of the Administrator, which are final and binding in all matters relating to this Promotion. The Sponsor reserves the right, at its sole discretion, to cancel, modify or suspend the Promotion if it is not capable of running as planned, including, but not limited to, tampering, unauthorized intervention, fraud, technical failures or any other problems beyond the control of the Sponsor, and award prizes from among all eligible entries received prior to the action requiring such cancellation, modification or suspension.

10. Limitation of Liability: Neither Sponsor, Administrator, nor any of their parent companies, successors, subsidiaries, agents or affiliates, is responsible for any lost, damaged, forged, incomplete, or illegible entries or for technical, hardware, software or telephone malfunctions of any kind, or failed, incorrect, incomplete, inaccurate, garbled or delayed entries or entry attempts, or for any of the equipment or programming associated with or utilized in this Promotion or by any human error which may occur in the processing of the entries in this Promotion. Persons found tampering with or abusing any aspect of this Promotion, or whom the Sponsor believes to be causing malfunction, error, disruption or damage will be disqualified. By participating in this Promotion, entrants hereby agree to release and hold Sponsor, Administrator, and their parent companies, successors, subsidiaries, agents and affiliates, harmless from and against all losses, damages, liabilities, claims, actions, proceedings, settlements or judgments arising out of or relating to entrant's entry, participation in this Promotion, participation in any prize-related activities, or use or misuse of any prizes awarded hereunder.

11. Winner's List: To receive a list of winners, send a stamped, self-addressed envelope before 6/11/10 to: Regions "Match It. Bank It!" Promotion Winners List, P.O. Box 855 Roswell GA 30077.

12. Official Rules: For a copy of these Official Rules, send a self-addressed, stamped envelope to: Regions "Match It. Bank It!" Promotion Official Rules, P.O. Box 855 Roswell GA 30077 by 12/31/09, or go to www.regions.com/grandopenings.

13. **Administrator:** Big Sky Enterprises, 11770 Haynes Bridge Rd. Suite 205-476, Alpharetta, GA 30004. Administrator is responsible for the administration and execution of the Promotion. Participants should look solely to the Administrator for responses to any questions, comments, or problems related to the Promotion.

14. **Sponsor:** Regions Bank, 1900 5th Avenue North, Birmingham, AL 35203.