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**Regions Insurance Group Named One of the Industry's Best
*Honored by Independent Insurance Agents and Brokers of America for
High Performance and Efficiency***

Birmingham, Ala. – December 27, 2007 – Regions Insurance Group, Inc., a subsidiary of Regions Financial Corporation, has been named one of the nation's "best practice" agencies by the Independent Insurance Agents & Brokers of America (IIABA).

To be considered for the award, the agency must be nominated by their partners, state associations and/or industry organizations. From these nominations, the IIABA conducts rigorous evaluations on efficiency and performance, grouping the companies by revenue. The top performing agencies in each category receive the designation of Best Practice Agency.

"Earning this award represents a great accomplishment for our team," said Casey Bowlin, CEO of Regions Insurance Group. "The award is one of the most prestigious in the industry, and I give credit to our associates for their dedication in serving their customers, and in helping us create a company worthy of this award."

Specifically, the IIABA evaluates the nominated agencies on areas such as customer service, the value that the company places on its associates, leadership effectiveness and efficiency. The award originated in 1993 as a way of understanding best practices of leading agencies.

About Regions Insurance Group

Regions Insurance Group (RIG) is a subsidiary of Regions Financial Corporation. Headquartered in Memphis, Tenn., the group offers a full compliment of insurance products. Ranked one of the 25 largest insurance brokers in the country, RIG has some 600 associates in 30 offices and represents nearly every significant national and regional insurance company.

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Regions Insurance Named One of Industry's Best – Cont.

About Regions Financial Corporation

Regions Financial Corporation is a member of the S&P 100 Index and Forbes Magazine's "Platinum 400" list of America's best big companies. With nearly \$138 billion in assets, Regions is one of the nation's largest full-service providers of consumer and commercial banking, trust, securities brokerage, 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 almost 2,000 banking offices and nearly 2,600 ATMs. Its investment and securities brokerage, trust and asset management division, Morgan Keegan & Company Inc., provides services from more than 400 offices. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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