

Video Transcript: Earn Even More with Rewards Multiplier Video

Note:

Uplifting music begins to play.

[Voice-over] Make your money work for you!

On screen: Green background with Regions Logo appears in white.

[Voice-over] With the Regions Rewards Multiplier Program, the more you deposit, the more points your credit card purchases could earn.

On screen: The Regions logo scales back to the top right-hand side of the screen. A light gray piggy bank fades in the center with light green coins containing dollar signs dropping down into it. The piggy bank opens and reveals all the coins inside.

[Voice-over] With a Regions Prestige or Premium Credit Card,

On screen: The piggy bank slides to left and off screen while two Regions Prestige credit cards slide in from the right. The Regions Prestige credit card is light gray, and the premium is black.

[Voice-over] you already earn Relationship Rewards points on your purchases.

On screen: The green background wipes on an angle from the bottom right to the top left-hand side of the screen to reveal a video of a woman in her kitchen holding a baby in her left hand and typing on her laptop with her right hand.

[Voice-over] When you also have a Regions personal checking account,

On screen: A new video fades in of an older couple sitting on their couch looking at a laptop together. The woman points to the laptop screen.

[Voice-over] you can earn extra rewards points

On screen: A green rectangle wipes over the video filling the screen. A 3-D mobile phone on an angle is on the left-hand side of the screen. Hands wearing a suit animate out of the phone holding a green coin with a dollar sign. Text on the right: You can earn extra points!

[Voice-over] when your combined Regions Bank personal deposits total at least \$15,000

On screen: Several more coins pile up over the one coin. Text on the right: With Combined \$15,000 + Deposits

[Voice-over] including deposits from your Regions Bank personal Checking,

On screen: The coins in the hand disappear and the hands are now holding a stack of money. A small gray gift box with a green ribbon pops up on the bottom of the screen below the text. Text on the right: From Regions Bank Personal Checking

[Voice-over] Savings,

On screen: The stack of money disappears and a 3-D rectangle piggy bank on the front animates on the hands. A medium size gift box animates next to the small box. Text on the right: From Regions Bank Personal Checking, Savings

[Voice-over] IRA,

On screen: The 3-D rectangle piggy bank disappears, and a stack of dollars animate on the hands with an hourglass on top. A larger gift box animates next to the medium box. Text on the right: From Regions Bank Personal Checking, Savings, IRA

[Voice-over] Money Market

On screen: The stack of dollars with an hourglass disappears and an open laptop containing a graph on the screen animates on the hands. Text on the right: From Regions Bank Personal Checking, Savings, IRA, Money Market

[Voice-over] or CD accounts.

On screen: The laptop screen changes to a green circle with a white dollar sign and animating lines around it. Text on the right: From Regions Bank Personal Checking, Savings, IRA, Money Market or CD accounts.

[Voice-over] The more your combined deposits,

On screen: An 3-D safe with the door open animates in from the left containing a lot of green cash inside. Text on the right: More Deposits

[Voice-over] the more points your credit card purchases could earn.

On screen: A gray Regions Prestige credit card slides in from the right and under the text. A light green circle with a dark green star animates on the upper-right of the credit card. Text on the right: More Points

[Voice-over] A simple one-time registration at *regions.com/rewardsmultiplier* gets you started on your way to earning extra rewards points for your credit card purchases and your qualifying deposits!

On screen: The green background wipes from the bottom-right hand side of the screen to the top-left hand side to reveal a video of a middle-aged man sitting on the floor on his laptop in his child's room. His child walks over and starts placing stickers on his face. A gradient rectangle bar swipes across the bottom of the screen with the text: Register at *regions.com/rewardsmultiplier*

[Voice-over] Don't wait! Registering is easy – Just provide your last name, zip code and last 4 digits of your SSN [or social security number].

On screen: A green background wipes on screen over the video from bottom-right to top left and fills the screen. A laptop is in the middle of the screen with the Regions logo in the center. A white bubble pops up over the laptop containing a browser and Register information with three fields. The registration browser scales up to fill the screen and the words “Last 4 of SSN” animate in field one, “Zip Code” text animates in the second field and “Last Name” text in the third field. A green check mark animates to the left of the text, “I have read and agree to the Rewards Multiplier Program Terms and Conditions”. A green “Register Now” button is below.

[Voice-over] Visit *regions.com/rewardsmultiplier* now to learn more and register.

On screen: The green background wipes off screen from bottom right to top left-hand side and reveals a video of a young man in his thirties sitting at his desk on his laptop. A green gradient bar animates at the bottom of the video with text: Visit *regions.com/rewardsmultiplier*, stop by a Branch OR call 1-800-734-4667

[Voice-over] You also can register by visiting a Regions branch

On screen: A new video fades in of a businesswoman walking into a building. Text remains on the green gradient bar: Visit *regions.com/rewardsmultiplier*, stop by a Branch OR call 1-800-734-4667

[Voice-over] or calling the Regions Green Line

On screen: A new video fades in of a close-up of a woman walking and talking on the phone. Text remains on the green gradient bar: Visit *regions.com/rewardsmultiplier*, stop by a Branch OR call 1-800-734-4667

[Voice-over] So register now for the Regions Reward Multiplier Program.

On screen: The green rectangle wipes back on screen from bottom-right to top-left hand side of the screen. The small white Regions logo located at the top-right hand side of the screen scales up to the center of the screen with disclosures.

On screen: Regions logo with disclosures