

CONTACT:**Mel Campbell****(205) 326-5452****mel.campbell@regions.com****FOR IMMEDIATE RELEASE****Regions Insurance Increases Service to Customers in
Mississippi, Tennessee and Alabama through Acquisition of
Barksdale Bonding and Insurance**

BIRMINGHAM, Ala., Jan. 15, 2008 – Regions Insurance Group, a subsidiary of Regions Financial Corporation (NYSE: RF), has acquired Barksdale Bonding and Insurance, Inc. – a multi-line insurance agency with offices in Jackson, Mississippi, Nashville, Tennessee, and Troy, Alabama.

“This acquisition enables Regions Insurance Group to establish a platform agency in Mississippi, as well as growing our footings in Tennessee and Alabama,” said Casey Bowlin, CEO of Regions Insurance Group. “In Barksdale, we’re adding a talented leadership team and a dedicated, client-focused sales force. I am confident that they will make a significant contribution to our future success.”

Headquartered in Jackson, Mississippi, Barksdale, with 60 employees, is one of the largest insurance agencies in the state. It was founded in 1933 by Robert Barksdale and today is headed by President Charles Porter and Vice President Gage Gibbs. The firm offers services including commercial property and casualty insurance, transportation, aviation, benefits, loss control and personal insurance.

“We’re excited to continue our tradition of serving this community and our customers and for the new opportunities we’ll find as a part of Regions Insurance,” Porter said. “The combination of our commitment to service and the size and scope of Regions opens up new possibilities to serve our clients.”

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 650 associates in 33 offices and represents nearly every significant national and regional insurance company.

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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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