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**Regions Bank Introduces Personal Pay to Send and Receive  
Electronic, Person-to-Person Payments**

*New Payment System, powered by ZashPay™ from Fiserv, allows customers to pay friends,  
family and others using an email address or mobile phone number*

BIRMINGHAM, Ala. – (BUSINESS WIRE) – July 11, 2011 – [Regions Bank](#) now offers its customers a new way to make person-to-person payments: [Regions Personal Pay](#)<sup>SM</sup>, powered by [ZashPay](#) from Fiserv. The new service allows checking and money market customers who use [Regions Online Banking](#) to send or receive money from anyone who has a U.S. bank account.

Using [Regions Personal Pay](#) is a simple, convenient way to make payments to someone – without the need for cash or writing a check. Once enrolled, all that’s required for a customer to send a payment is a recipient’s email address or mobile phone number.

“Regions Personal Pay is a reliable solution to pay friends, family or others for everything from a lunch, to sending money to a child in college, to fundraisers, gifts and more,” said Chris Cox, head of Regions eBusiness. “In addition to being easy-to-use, Personal Pay uses state-of-the-art security and encryption on every transaction, giving customers both the reliability and stability of Regions behind their transactions and the convenience of a new valuable service at their fingertips.”

Customers can access Personal Pay from the Payments section of Regions Online Banking. Recipients of funds are alerted via email or text about claiming their payments, and the sender receives an email confirmation once a payment is made. Funds can be deposited in as little as one business day.

“Increasingly consumers are looking, not toward third-party providers, but toward trusted financial institutions for this type of person-to-person payment option,” said Tony Catalano, Fiserv division president for electronic payments. “ZashPay, backed by more than 25 years of experience handling secure online payments, provides a network for consumers to send money to any one of millions of people with a bank account in this country.”

Current Regions Online Banking customers are automatically enrolled in Personal Pay – which allows them to both make payments and be immediately enrolled to receive them. While there is a nominal \$1 fee to send payments, there is no charge to receive funds.

Regions Personal Pay is part of the ZashPay network, which already boasts more than 700 financial institutions and more than a million registered users in its person-to-person (P2P) service. For non-Regions customers, the one-time, free enrollment with ZashPay allows them to receive payments through the system automatically.

**About Regions Financial Corporation**

Regions Financial Corporation, with \$132 billion in assets, is a member of the S&P 500 Index and 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 approximately 1,800 banking offices and 2,200 ATMs. Its investment and securities brokerage trust and asset management division, Morgan Keegan & Company Inc., provides services from over 300 offices. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

**About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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