



FOR IMMEDIATE RELEASE

Alabama Power to Sponsor Junior Clinic at Regions Tradition

Birmingham, Ala. (May 8) – Hundreds of third grade through fifth grade students from local schools will take part in Alabama Power’s Junior Clinic in advance of the Regions Tradition. The event will be held Tuesday, May 13th, at 10:00 a.m. on the driving range at Shoal Creek Club and will feature a Champions Tour professional golfer as the Regions Tradition gets underway. Radio personality Scot Harrison, co-host of the “Matt and Scot” show on WJOX 94.5 FM, will serve as media host.

This year’s Junior Clinic will focus on the nine core values of The First Tee program, which are honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment. The First Tee works with experts in a variety of fields to deliver junior golf programs that are proven to have a positive influence on kids and teens. Each lesson is designed to be fun, interactive and engaging.

“What a tremendous opportunity these students have to learn about the sport from an experienced professional like Esteban Toledo,” said John Hudson, Vice President of Alabama Power Public Relations and Charitable Giving. “This clinic will integrate golf and education to teach students about nine very important core values for life. Alabama Power is proud to be a partner in bringing this junior clinic to the Regions Tradition this year.”

Toledo is the youngest of eleven children and learned to play golf while working at a driving range in Mexico. He is an ambassador of the To Get a Grip Foundation, which makes golf and education accessible to all children. Toledo recently launched the Esteban Toledo Family Foundation, which focuses on helping children by supplying basic needs such as shelter, clothing, food and education. In 2013, Toledo became the first Mexican to win on the Champions Tour, winning the Insuperity Championship in a playoff.

The Regions Tradition will take place Wednesday, May 14, through Sunday, May 18. Tickets start at only \$15 and children 18 and younger are admitted free with a ticketed adult. All the stars of the Champions Tour will compete in this major championship, including Fred Couples, Tom Watson, Colin Montgomerie, Bernhard Langer, Corey Pavin, Fred Funk, Tom Lehman and defending champion David Frost.

For more information, please visit www.regionstradition.com.

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About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game, with many of its 32 members in the World Golf Hall of Fame competing regularly in its events. The Tour also counts numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour's primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. Points earned in official Charles Schwab Cup events in 2013 determined Kenny Perry as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow the Champions Tour at facebook.com/ChampionsTour and on Twitter @ChampionsTour.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$117 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, wealth management, 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 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

About Alabama Power

Alabama Power, a subsidiary of Atlanta-based Southern Company (NYSE:SO), provides reliable, affordable electricity to more than 1.4 million customers across the state. Learn more at www.alabamapower.com.

About Shoal Creek

Shoal Creek is a Jack Nicklaus designed golf course, which was established in 1977. It is located in Shelby County, some 15 miles from downtown Birmingham, Ala. Shoal Creek has hosted the 1984 and 1990 PGA Championships, the 1986 United States Amateur Championship, along with the 2011 and 2012 Regions Tradition.

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