



FIFTH THIRD RIVER BANK RUN INCREASES PRIZE PURSE
Event again selected as the USA 25 km Open and Masters Championships

GRAND RAPIDS, MICHIGAN (January 7, 2010) – Fifth Third River Bank Run officials have announced that the 25K prize purse will see an increase of \$10,000 in 2010, providing more incentives to athletes participating in the USA 25 km Open Championship. For the 16th consecutive year, the Fifth Third River Bank Run will host the USA 25 km Open Championship on May 8. The event has also been selected for the third year by United States Track & Field (USATF) to host the USA 25 km Masters Championship in 2010 and USATF has again provided \$3,000 in funding to increase the Masters' prize purse.

“I’m anticipating that the \$10,000 prize money increase will assist us in recruiting elite athletes who have been interested in participating in the event but have never committed to running the Fifth Third River Bank Run 25K,” says Greg Meyer, Elite Athlete Recruiter, Fifth Third River Bank Run. “I’m hopeful that we’ll have some familiar names on the roster – especially returning champions – but we’ll also be featuring top American athletes new to the Fifth Third River Bank Run field.”

The USA 25 km Open Championship purse offers \$31,200 to men and women who finish in the top ten places of the division. The USA 25 km Masters Championship purse will offer \$4,500 to men and women ages 40 and over who finish in the top three places of the division, along with \$4,800 in age-graded prize money, the first time the Fifth Third River Bank Run has offered age-graded prize money opportunities at the event. Participants must be American citizens to qualify for prize money in the USA 25 km Open and Masters Championships. Prize money in the Fifth Third River Bank Run Open division totals \$11,000 for 2010, encouraging participation among the international community.

“In addition to the general recruitment of top athletes, the Fifth Third River Bank Run will continue being part of the Association Athlete Development Program (AADP) of USA Track & Field which focuses on involving up and coming athletes from around the country in Championship events,” says Meyer. “We’re also looking forward to participation by athletes training with the Rochester-based Hanson-BROOKS Distance Project, the program 2008 champion Brian Sell is affiliated with on Michigan’s east side

The AADP program is a co-operative effort of participating USA Championship events, the Men’s Long Distance Running Committee of USATF and each of the USATF Associations across the country. Participating races like the Fifth Third River Bank Run offer complimentary entries, lodging and partial

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travel funding to the AADP runners. The local Associations select top runners from their areas for the event and assist with travel funding while the Men's Long Distance Running Committee sponsors and administers the program.

Online registration for all 2010 Fifth Third River Bank Run events is at 53riverbankrun.com. Entry forms will be available at all Fifth Third Banking Centers after January 18. Training Guides are available at Gazelle Sports and YMCA locations, or by contacting Race Headquarters at runinfo@53riverbankrun.com.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,357 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has a 49% interest in Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2009, had \$184 billion in assets under care, of which it managed \$25 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB." Fifth Third Bank, Member FDIC.

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