



## **RECORD PARTICIPATION AT FIFTH THIRD RIVER BANK RUN**

**GRAND RAPIDS, MICHIGAN (May 7, 2010)** – Fifth Third River Bank Run officials have announced that participant pre-registration numbers are the highest in the history of the event. Last year, the 32 Annual Fifth Third River Bank Run enjoyed record numbers with close to 18,000 participating in the 25K, 10K, 5K Run, 5K Walk and Junior events. In 2009, numbers through Thursday, May 6 forecast the largest participant field in the history of the event.

“Headed into late registration on Friday, May 7 at the Sports & Fitness Expo, we have already exceeded final participation numbers for the 25K, 10K, 5K Run and 5K Walk for 2009,” says Priscilla Shoemaker, Registration Coordinator, Fifth Third River Bank Run. “The 10K alone is 48% over where we were last year on race day. We look forward to an incredible Fifth Third River Bank Run event!”

In 2009, 16,451 had pre-registered prior to on-site Late Registration. In 2010, 18,869 have pre-registered heading into the opening of Late Registration/Package Pick-up on Friday, May 7 at DeVos Place. Late Registration will not be offered on Saturday, May 8. Package Pick-up and race changes will be offered beginning at 6:30 a.m. on Saturday, May 8 at DeVos Place.

Pre-registration numbers are as follows: 25K/6,246, 10K/3,898, 5K Run/5,126 and 5K Walk/2,225. Fifth Third Junior hosted approximately 1,500 children on Wednesday, May 5 at Rogers High School for ½ and one mile fun runs, as well as the Junior 5K Run.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$113 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 102 Bank Mart(R) locations open seven days a week inside select grocery stores and 2,367 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 December 31, 2009, has \$187 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](http://www.53.com). Fifth Third's common stock is traded on the NASDAQ(R) National Global Select Market under the symbol "FITB."

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