



2010 ROAD WARRIORS SELECTED

GRAND RAPIDS, MICHIGAN (January 7, 2010) – Fifth Third River Bank Run officials have announced the names of the individuals who will participate in the fifth annual Road Warriors Reality Running Team. The five men and five women were selected from the 300 applications that were received in November (profiles attached).

“The Fifth Third River Bank Run began hosting the Road Warriors Reality Running Team in 2006,” says Brooke Messing, Promotions Director, Fifth Third River Bank Run. “A combination of novice and veteran runners are selected and then encouraged to train as a team utilizing the Fifth Third River Bank Run 25K training schedule and a variety of sponsor resources. The Road Warriors also blog at 53riverbankrun.com so readers can see the ups and downs of their training and the results on race day!”

The selection panel this year included representatives from the Fifth Third River Bank Run, David D. Hunting YMCA and the 2010 Road Warrior coaches. Twenty people were selected from all who applied for an interview concerning their personal story and why they wanted to participate as a Road Warrior. Ten finalists were awarded slots on the team. For team videos, biographies and blogs, please go to www.53riverbankrun.com/participants.

The 2010 Road Warriors kicked off their training with a shoe and apparel clinic at Gazelle Sports in December, and most participated in the Wolverine Worldwide Resolution Run on December 31. They train with their coaches on Tuesday and Thursday evenings at the David D. Hunting YMCA, and will begin training with Gazoom or RunGR.com on Saturdays in mid-January. Road Warrior benefits include complimentary three month memberships at the David D. Hunting YMCA, Gazelle Sports’ discounts, apparel from BROOKS and the Fifth Third River Bank Run, Gazoom or RunGR.com training programs, GU Energy Gel, and complimentary or reduced rate services at Metro Health Sports Medicine and Rebound Chiropractic. All products and services will assist the Road Warriors in their quest for the 25K finish line on May 8.

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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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<http://www.53riverbankrun.com/participants/p2/road-warriors.php>.