



FIFTH THIRD RIVER BANK RUN CELEBRATES 15 YEARS OF MOVING THOUSANDS OF KIDS IN THE RIGHT DIRECTION TOWARD BETTER HEALTH

GRAND RAPIDS, MICHIGAN (March 11, 2010) -- The Fifth Third River Bank Run celebrates 15 years of partnering with other organizations to involve 30,000+ K-6 students in the 15th annual Feelin' Good Mileage Club, March 22-May 5. 100 elementary schools in Kalamazoo, Kent, Muskegon and Ottawa counties will take part in the health and fitness program that uses a variety of incentives to encourage student participation. A complete list of participating schools is attached and/or can be found at www.53riverbankrun.com.

“The Fifth Third River Bank Run Feelin' Good Mileage Club ties in directly with the First Lady's new 'Let's Move' initiative, encouraging our youngest students to move more during their school day,” explains John Bultema, President, Fifth Third Bank-Western Michigan. “The Feelin' Good Mileage Club supports school physical education programs while motivating students to become more aerobically fit. Many of the students who have participated in the Club have gone on to appreciate walking, jogging or running as a lifetime exercise.”

Two or more days a week at lunchtime or recess, students are encouraged by their teachers and Club Coordinators to walk, jog or run on their school course to log miles and qualify for prize incentives. By participating in the Club, which is endorsed by the Governor's Council on Physical Fitness, Health and Sports, each student receives:

- Newspapers in Education student newspaper with health and fitness news and games
- Neon shoelaces or backpack chains with plastic toe charms
- Award certificate every 10 miles
- Opportunity to win one of six bikes from Traveler's Protection Association
- Additional incentives from Club sponsors Craig's Cruisers, Ice Mountain, Priority Health, West Michigan Whitecaps, WOTV4 and STAR 105.7 FM

“Several of my own kids as well as many kids I now coach in cross-country at a middle school level have participated in the Fifth Third River Bank Run Feelin' Good Mileage Club,” says Sheila Bosworth, parent, Grand View Elementary School. “The Club introduces many students to the sport for the first time and allows them to realize the positive impact a consistent walking or running program can have on their lives.”

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Students who walk, jog or run at least five miles during the six week Club will also qualify for a free entry to Fifth Third Junior on Wednesday, May 5 at Rogers High School in Wyoming. Kindergarten through 3rd graders may select from the ½ mile or 1 mile “fun runs” around the track beginning at 5:30 p.m. while 4th through 6th graders can select one of the traditional events or choose to participate in the new 5K Run which will lead them on the sidewalks through the neighborhood surrounding the Rogers High School campus, finishing on the track. Cost for the events for those not involved in the Feelin’ Good Mileage Club is \$5 for the ½ mile and 1 mile “fun runs” and \$8 for the 5K Run on May 5. Entry forms are available at any Fifth Third Banking Center until April 23 and online registration is available through May 3. On-site late registration will be available on Wednesday, May 5 at Rogers High School for all Junior events beginning at 4:30 p.m.

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 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,361 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. 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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