



COMMUNITY INVITED TO VOTE FOR FIRST TIME ON RACE DAY T-SHIRT DESIGNS

GRAND RAPIDS, MI (March 11, 2010) – For the eighth consecutive year, the Fifth Third River Bank Run has collaborated with senior students enrolled in the Graphic Design Program at Ferris State University in Big Rapids to design the advertising components and t-shirt concepts for the 33rd running of the event on May 8. This year, the community will have the opportunity to select the race day t-shirt design by casting votes online at www.53riverbankrun.com for their favorite graphic.

“The Fifth Third River Bank Run project provides Ferris State University’s Senior Design Students with opportunities for practical design business experience including project management, client interaction and pre-production practice,” says John Bultema, President, Fifth Third Bank-Western Michigan. “In turn, the students provide the event with creative design applications that are utilized in advertising, collateral materials and race day t-shirts. As the voting opens on the race day t-shirt designs, this partnership will now involve the community.”

Beginning today at noon through 5:00 p.m. Wednesday, March 17, people are invited to assist in the selection of the race day t-shirt design by casting their vote online at www.53riverbankrun.com. “Three designs were produced by the students for the 2010 Fifth Third River Bank Run,” says Bultema. “The design which receives the most votes by March 17 will be modified slightly for each event and then worn by 25K, 10K, 5K Run, 5K Walk and Junior participants.”

Students involved on the Fifth Third River Bank Run team are Jon Bergmann, 24, Big Rapids; Jesse Cocking, 28, Flint; Steven McMahon, 21, Rockford; Alissa Rader, 21, Bad Axe; and Rebecca Stream, 21, Kent City. The designers worked under the creative direction of Linda Powell and Alison Stone, professors in the Ferris State University’s Graphic Design Program.

“The students are delighted that the community will be voting on their race day t-shirt designs,” says Linda Powell, Associate Professor, Graphic Design Program. “They are extremely proud of their work – all of which will be represented in their senior portfolios – and look forward to finding out what design will be showcased at the Fifth Third River Bank Run on Saturday, May 8!”

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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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