



FIFTH THIRD BANK IMPACTS LOCAL CHARITIES WITH MORE THAN \$125,000 RAISED THROUGH FIFTH THIRD RIVER BANK RUN

(GRAND RAPIDS, MI – June 1, 2010) -- Fifth Third Bank officials have announced that more than \$125,000 was raised for 18 local charitable organizations and three high schools through the 33rd Annual Fifth Third River Bank Run which took place on Saturday, May 8. Beneficiaries include the YMCA of Greater Grand Rapids Strong Kids Healthy U Program, the Official Charity of the race, as well as ten 2010 Charity Partners and other area not-for-profit groups.

“The 33rd Annual Fifth Third River Bank Run enjoyed record participation this year as well as record fundraising for local, charitable organizations,” says John Bultema, President, Fifth Third Bank Western Michigan. “In 2009, just over \$80,000 was raised for the YMCA of Greater Grand Rapids Strong Kids Healthy U Program, five Charity Partners and several other organizations. In 2010, we helped raise 64% over last year. We are proud that the Fifth Third River Bank Run continues to make a positive difference in the West Michigan community.”

The YMCA of Greater Grand Rapids Strong Kids Healthy U Program receives \$1 from Fifth Third Bank for every paid participant, an amount that totals \$18,526. In addition, Fifth Third provided incentives for participants willing to make a donation to the YMCA which netted another \$7,991, bringing the total donation to the YMCA to \$26,517.

Each Charity Partner received an initial donation from Fifth Third Bank of \$1,000 earlier this year (\$10,000). The organizations were then promoted through 53riverbankrun.com, participant newsletters, webcasts and other marketing tools by the Fifth Third River Bank Run, encouraging people to raise pledges for the various organizations through their participation. To date, 2010 Fifth Third River Bank Run participants have raised over \$88,000 for the 10 organizations which include American Red Cross, Degage Ministries, Gilda’s Club Grand Rapids, Grand Rapids Wheelchair Sports Association, Hospice of Michigan Pediatric Hospice, In the Image, Kent County Girls on the Run, Kids’ Food Basket, My Team Triumph and Safe Haven Ministries.

MORE



FIFTH THIRD BANK IMPACTS LOCAL CHARITIES

Pg. 2

Boy Scout Troop 292, Equest Center for Therapeutic Riding, Grand Rapids Catholic Central High School, Grand Rapids Christian High School, Grandville High School, Humane Society of Kent County, Mel Trotter Ministries, Michigan Youth Challenge Academy, Ronald McDonald House and Trail Dawgs received an additional \$2,300 from the 2010 Fifth Third River Bank Run.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of March 31, 2010, the Company has \$113 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart(R) locations open seven days a week inside select grocery stores and 2,364 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 March 31, 2010, had \$190 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 <https://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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FOR MORE INFORMATION:

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