

Fifth Third Bancorp Releases 2010 Corporate Social Responsibility Report
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Fifth Third Bancorp (NASDAQ: FITB) today announced the availability of its annual report on corporate social responsibility. The 2010 CSR Report can be accessed as a website at www.53.com/csrreport. Hard copy reports also are available in limited quantities.

The Company's 2010 CSR Report is a comprehensive year-in-review of Fifth Third Bancorp's progress as it worked to fulfill its commitment to be a good corporate citizen. Fifth Third's approach to CSR evolved from a fundamental belief that the Company can only be as strong as the communities it serves.

The report outlines Fifth Third's efforts and progress in five key areas:

- **Financial Empowerment**—Fifth Third's signature programming and initiatives that help individuals gain a necessary and strong foundation of financial knowledge.
- **Fair & Responsible Lending**—Fifth Third's commitment to treat all customers fairly and consistently and to meet its obligations under the Community Reinvestment Act.
- **Philanthropy & Volunteerism**—An overview of the Company's investment of financial and human resources to support causes important to the people living in the communities the Bank serves.
- **Diversity & Inclusion**—The Company's vision of diversity and inclusion, multicultural and supplier diversity programs and its progress on becoming an Employer of Choice.
- **Environmental Sustainability**—The Bancorp's strategy and focus in order to operate in an environmentally-friendly and sustainable manner.

Fifth Third Bancorp's printed CSR Report is FSC-certified, which indicates its paper and print products have met the Forest Stewardship Council's highest available environmental standards.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$110 billion in assets and operates 15 affiliates with 1,310 full-service Banking Centers, including 101 Bank Mart® locations open seven days a week inside select grocery stores and 2,453 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, 2011, had \$274 billion in assets under care, of which it managed \$26 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 and Fifth Third Bank are registered service marks of Fifth Third Bancorp. Member FDIC.

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