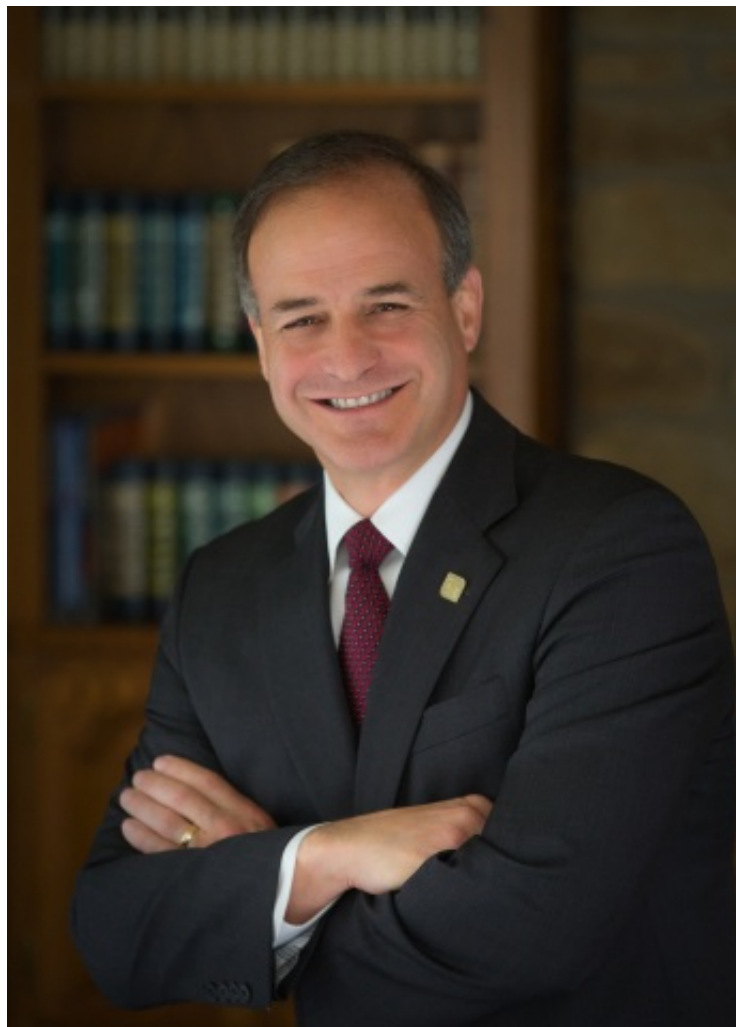


**Kevin Hipskind Named Regional President**  
Thursday, December 21, 2017 03:47:00 PM (GMT)

***Steven Alonso promoted to Group Regional President***

Fifth Third Bancorp (NASDAQ: FITB) announced today that Kevin Hipskind has been named regional president responsible for Indiana and St. Louis. Hipskind will continue to report to Steven Alonso, who now moves from regional president to group regional president with responsibility for all of the Bank's regions.

This press release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20171221005652/en/>



Steve Alonso becomes group regional president for Fifth Third Bank.  
(Photo: Business Wire)

"I am pleased to announce Kevin's promotion to regional president," Alonso said. "For over 15 years, he has demonstrated his ability to lead the Commercial Bank in Indiana in the most customer-centric way."

Hipskind has been with Fifth Third since 2002 and has been a commercial banker for over 20 years. He has served as senior commercial banker, large corporate relationship manager, middle market team leader, community market sales manager and international manager.

"I am excited to take on this new leadership role," said Hipskind. "I have a longstanding passion for helping customers capitalize on their business and personal financial goals, and look forward to expanding that passion across Indiana and St. Louis."

Hipskind fills the role vacated by Alonso. In addition to serving as regional president, Alonso was the head of the Consumer Bank, comprising retail banking, mortgage, auto lending, bankcard, collections and credit centers. He continues to serve as senior executive sponsor of Fifth Third's diversity and inclusion councils. He will report to Chief Operating Officer, Lars Anderson.

"I am thrilled to take on this new role where I will continue to focus on doing what's best for our customers," said Alonso. "I look forward to leading the regions throughout our 10-state footprint."

Hipskind and Alonso will each continue to reside in central Indiana. They are both active community members with commitments to numerous boards and committees throughout Indiana.

Hipskind currently serves on the executive boards of the Japanese American Society of Indiana and Eskenazi Health Foundation, the latter of which he also serves as chairman. Additionally, he is a member of the Indiana Community Business Credit Corporation board, the Mother Theodore Catholic Academies board and the Brebeuf Jesuit Board of Trustees.

Alonso serves on the board of directors and executive committees of the Indianapolis Chamber of

Commerce and the Indianapolis Neighborhood Housing Partnership (INHP). He also serves on the Indianapolis Zoo Board of Trustees and the 500 Festival Committee.

### **About Fifth Third**

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of Sept. 30, 2017, the Company had \$142 billion in assets and operated 1,155 full-service Banking Centers and 2,465 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Georgia and North Carolina. In total, Fifth Third provides its customers with access to nearly 55,000 fee-free ATMs across the United States. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Wealth & Asset Management. Fifth Third also has an 8.6 percent interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of Sept. 30, 2017, had \$348 billion in assets under care, of which it managed \$36 billion for individuals, corporations and not-for-profit organizations through its Trust and Registered Investment Advisory businesses. [Investor information](#) and [press releases](#) can be viewed at [www.53.com](http://www.53.com). Fifth Third's common stock is traded on the Nasdaq® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC.

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