

Fifth Third Bancorp 2010 Corporate Social Responsibility Report Wins Two Platinum MarCom Awards
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Fifth Third Bancorp today announced that its 2010 Corporate Social Responsibility Report, "Empowering Dreams," was the winner of two distinguished MarCom Platinum Awards. The report, published in May 2011, was recognized in the "Writing/Annual Report" and "Annual Report/Corporate Social Responsibility" categories.

The 2010 CSR Report was produced and written by Fifth Third's Corporate Communications department and designed by Sanger & Eby, LLC. The report highlights Fifth Third Bancorp's commitment to being a good corporate citizen and focuses on five key signature issues: Financial Empowerment; Fair & Responsible Lending; Philanthropy & Volunteerism; Diversity & Inclusion; and Environmental Sustainability. An interactive online version of the report can be accessed at www.53.com/csrreport.

"The recognition of our 2010 CSR Report from MarCom Awards is a testament to the strength of our Company's commitment to corporate social responsibility," said Larry S. Magnesen, senior vice president and chief marketing officer. "The report aptly illustrated the Bank's progress in empowering individuals to help achieve the goals we share to strengthen the communities in which we live and work."

Results of the 2011 international awards competition were announced on November 7, 2011. The awards recognize outstanding creative achievement by marketing and communications professionals. There were over 6,000 entries from throughout the United States, Canada and several other countries and approximately 18% of the entries won the Platinum Award, the organization's top honor.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. A complete list of Platinum Winners can be found on the MarCom Awards website at www.marcomawards.com.

Fifth Third Bancorp (NASDAQ: FITB) is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$115 billion in assets and operates 15 affiliates with 1,313 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,435 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 Vantiv, LLC, formerly Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2011, had \$273 billion in assets under care, of which it managed \$23 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." Copyright © 2011 Fifth Third Bank, Member FDIC, All Rights Reserved. Equal Housing Lender.

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