



FIFTH THIRD BANK
ACCOLADES

TOP TECHNOLOGY INNOVATORS

Fifth Third ranked #178 in the 2009 *InformationWeek* 500 list of Top Technology Innovators in America. *InformationWeek* identifies and honors the nation's most innovative users of information technology and also tracks the technology, strategies, investments and administrative practices of America's best known companies. The *InformationWeek* 500 rankings spotlight the power of innovation in information technology rather than identifying the biggest IT spenders. *September 14, 2009*

FORTUNE 500 COMPANY

Fifth Third ranked #248 on Fortune's annual listing of the largest U.S. corporations based on revenues, profits, assets, stockholders' equity, market value, earnings per share and total return to investors. *May 3, 2010*

FORBES GLOBAL 2000

Forbes magazine ranked Fifth Third Bancorp #387 on its annual listing of the world's biggest and leading public companies. *April 21, 2010*

Top 10 SUPERREGIONAL BANK, FORTUNE MAGAZINE

Fifth Third earned top 10 inclusion in the Superregional Bank category of Fortune's Most Admired Companies for the ninth consecutive year. The ranking is based on strength in innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, quality of products/services and global competitiveness. *March 22, 2010*

BEST ADOPTION FRIENDLY WORKPLACE IN AMERICA – DAVE THOMAS FOUNDATION FOR ADOPTION

Fifth Third Bank ranked 9th in the state of Ohio for adoption assistance offered to employees. Rankings for the Best Adoption Friendly Workplace list are determined by an analysis of a company's adoption benefits – financial reimbursement and paid leave – available to employees who adopt. The Foundation compiled the results from survey data collected from 753 employers from across the country. *May 1, 2009*

BEST PLACES TO WORK IN KENTUCKY 2009

The Kentucky Society for Human Resource Management state council, in conjunction with the Kentucky Chamber of Commerce recognized Fifth Third Bank (Central Kentucky) as one of the top 25 "Best Places to Work in Kentucky" in the large company category. The selection process is based on assessment of employee policies, procedures and results of an internal employee survey. *January 2009*

OHIO LARGE EMPLOYER OF THE YEAR, GOVERNOR'S COUNCIL ON PEOPLE WITH DISABILITIES

The Ohio Governor's Council on People with Disabilities recognized Fifth Third Bank as Large Employer of the Year for its work with Project SEARCH, a program that helps high school students with disabilities prepare for the working world. *August 2007*

Top 100 Banks of 2006

Fifth Third ranked #38 on U.S. Banker's list of the Top 100 Banks of 2006. U.S. Banker's annual performance ranking takes the 100 largest banks and scores them based on three-year average return on equity. *March 2007*

INSTITUTIONAL SHAREHOLDER SERVICES

Fifth Third outperformed 99.8% of all companies in the S&P 500 index, and 100% of banks for its corporate governance practices and policies. *April 1, 2006*

MOST TRUSTED RETAIL BANKS

Fifth Third ranked 2nd in the list of the most trusted U.S. banks for safeguarding customer privacy data. The **2006 Privacy Trust Study for Retail Banking**, conducted by the Ponemon Institute, was designed for determine how privacy issues affect retail banking relationships and which banks are the most trustworthy, in the opinion of consumers, when it comes to safeguarding their personal information. *January 2006*

ABOUT FIFTH THIRD



Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$112 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 102 Bank Mart® locations open seven days a week inside select grocery stores and 2,362 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 June 30, 2010, had \$178 billion in assets under care, of which it managed \$24 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(R) National Global Select Market under the symbol "FITB."