

Fifth Third to Sponsor The Kentucky Experience and Alltech FEI World Equestrian Games

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LEXINGTON, KY—Fifth Third Bank has joined the sponsorship ranks of the 2010 Alltech FEI World Equestrian Games, as both the presenting sponsor of The Kentucky Experience and the Official Community Bank of the Games.

Fifth Third Bank, as presenting sponsor of The Kentucky Experience, is supporting the showcase of the state's tourism destinations to hundreds of thousands of Games visitors. The Kentucky Experience will be a series of spectacular pavilions encompassing over 25,000+ square-feet in the heart of the 2010 Games venue at the Kentucky Horse Park. It will feature three main structures, highlighting and depicting Kentucky's nine tourism regions, entertainment performances from Kentucky artists, and local food, spirits and art and craft products.

"The Kentucky Experience will allow spectators to see the unique culture of Kentucky and the many tourism opportunities that await them during their visit," said Kentucky First Lady Jane Beshear. "We are honored to have a community partner in Fifth Third Bank supporting the Kentucky Experience as our presenting sponsor."

"We appreciate the support we receive from Fifth Third Bank and the business community for this event that allow us to showcase Kentucky," said Tourism, Arts and Heritage Cabinet Secretary Marcheta Sparrow. "This will give our tourism industry all across the state a unique opportunity to tell an international audience about what Kentucky has to offer."

As the Official Community Bank of the 2010 Games, Fifth Third will provide a variety of financial service support to the World Games Foundation, including a number of Automated Teller Machines (ATMs) around the venue of the Kentucky Horse Park for spectator use.

"The partnership between Fifth Third Bank, the World Games and Kentucky Experience is part of the bank's commitment to helping improve Central Kentucky and build a better tomorrow for our customers," said Sam Barnes, Fifth Third Bank Central Kentucky President & CEO. "Celebrating our 20th year in the Bluegrass, Fifth Third is excited to support these outstanding events that will promote and enhance the Commonwealth for years to come. We look forward to being an active and engaged sponsor."

The joint sponsorship signals an effort to support not only the Games, but the legacy and economic impact the event stands to hold for the state.

"We are proud to have Fifth Third Bank as a corporate sponsor of the 2010 Games," said Terry Johnson, Vice President of Sales for the Foundation. "Their sponsorship not only supports our

efforts to stage the best event possible, it also supports Kentucky's tourism efforts, which will have a lasting impact on Commonwealth for years to come."

About Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets, operates 16 affiliates in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third Bank has more than 80 banking center locations in Kentucky, including 19 in Central Kentucky. 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. 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." Member FDIC.

About the Kentucky Experience

The Kentucky Experience is to be all things Kentucky...the total package; food, arts and folk crafts, entertainment and visitor opportunities from one end of the Commonwealth to the other. Consider it like a preview designed to entice you to return to see a movie. This movie will be something you will not want to miss!

Think of "The Kentucky Experience" as a mini "World's Fair" that focuses entirely on Kentucky. In one location, you'll be able to see the sights, sounds and attractions that make Kentucky unique. We expect that once guests tour "The Kentucky Experience, they will want to stay longer, or plan a return trip to Kentucky to visit our many vacation spots. For more information on The Kentucky Experience, please visit www.TheKentuckyExperience.com.

About the Alltech FEI World Equestrian Games

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). The Games are held every four years and this will be the first occurrence in the United States.

The Games will be broadcast on NBC Sports, which has marked the largest commitment to network coverage of equestrian sport in U.S. television history. The 2010 Games are expected to have a statewide economic impact of \$150 million, and current sponsors include Alltech, Rolex, John Deere, Ariat International, Inc., Meydan and Rood and Riddle Equine Hospital. For more information on the 2010 Alltech FEI World Equestrian Games, please visit www.alltechfeigames.com

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