Fifth Third Bank, Northeastern Ohio, an affiliate of Fifth Third Bancorp, has 86 full-service locations and more than 140 ATMs in Northeastern Ohio and employs more than 850 people locally. 3,500 meals to be served and a $25,000 grant to the Akron-Canton Regional Foodbank (Cleveland, OH)- It's not marked on any official calendar, but May 3, 2012 is a holiday for employees of Fifth Third Bank. In an annual celebration of the fifth month and third day of the year, or "5/3"— which resembles Fifth Third's famous shield, Fifth Third employees will be supporting the Northeastern Ohio community by serving 3,500 meals to those in need and supporting the Akron-Canton Regional Foodbank with a $25,000 grant. More than 100 employees will be volunteering this week at the Cleveland and Akron-Canton Regional Foodbanks, Ronald McDonald House and the Golden Age Centers. Employees will also be making monetary donations and canned good donations. The Akron-Canton Regional Foodbank will utilize the grant award to support their Direct Distribution program that provides resources and food delivery to underserved areas in Medina, Portage, Stark and Summit Counties. "The Foodbank feeds approximately 180,000 different people each year and a donation of this magnitude will provide a tremendous amount of food to our clients," said Dan Flowers, president and CEO of the Akron-Canton Regional Foodbank. "We are deeply grateful to Fifth Third Bank for their leadership in recognizing the need and for their commitment to supporting this community." The $25,000 investment was made possible by Fifth Third's Community Reinvestment Act (CRA) Enterprise Investment Fund (EIF).

"Fifth Third Bank is committed to improving the lives of our customers and the well-being of our communities. We're dedicating our special day, Fifth Third Day to demonstrating that commitment", said Jerry Kelsheimer, President & CEO, Fifth Third Bank, Northeastern Ohio. "Fifth Third Day gives us the opportunity to recognize our valued customers and the exceptional team of employees that are constantly striving to provide the best customer service in the industry."

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Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $117 billion in assets and operates 15 affiliates with 1,315 full-service Banking Centers, including 105 Bank Mart® locations open seven days a week inside select grocery stores and 2,404 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 39% interest in Vantiv Holding, LLC, formerly Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of March 31, 2012, had $296 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 Bank. Member FDIC.

AKRON-CANTON REGIONALFOODBANK FACTS:

- Mission: Feed People and Fight Hunger.
- Provide food and other essential items to member agencies that operate more than 460 hunger-relief programs, such as food pantries, hot meal sites and shelters.
- Serve eight counties: Carroll, Holmes, Medina, Portage, Stark, Summit, Tuscarawas and Wayne.
- Provide emergency food assistance to approximately 180,000 different individuals each year.
- Efficiently distributed 19.4 million pounds of food last year, providing 14.9 million meals to people struggling with hunger.
- The Foodbank helps provide 57,000 meals each day to families facing hunger.
- The Foodbank distributes, on average,100,000 pounds of food off our docks to local hunger-relief agencies
- Member of Feeding America, the nation’s leading domestic hunger relief organization with a network of 202 food banks.
- Foodbank has received the 4-star rating from Charity Navigator for the fourth consecutive year, assuring donors that their donation will be used in the most fiscally responsible way possible.
- Every dollar that is donated can provide four meals to the hungry in our community

- For every dollar donated to the Foodbank $.93 goes directly to support programs that distribute food to those in need.

HUNGER FACTS:

- One in six Ohio households is at risk of hunger or being “food insecure”
- The food insecurity rate for the Foodbank’s eight-county service is 16.2%, meaning 247,600 residents don’t have regular access to food.
- Of the 247,600 food insecure individuals in the Foodbank’s service area, 43% are above 185% of the federal poverty level, meaning are not eligible for assistance through most federal programs and must rely on the emergency food assistance from the Foodbank.

- The food insecurity rate for children in the Foodbank’s eight-county service is 25.9%, meaning 95,000 kids don’t have regular access to food.

CLIENT FACTS:

- One in three people served by the Foodbank is a child under the age of 18 years old.
- 49% of clients served by the Foodbank report having to choose between paying for food and paying for utilities.
- 42% of clients served by the Foodbank report having to choose between paying for food and paying for their rent or mortgage.
- 35% of clients served by the Foodbank are choosing between paying for food and paying for medical care.

- 69% of adult clients served by the Foodbank have a high school education and 19% have gone to college