“Customer trust and loyalty in retail banks is dependent upon the perception that the institution is taking every measure to protect their personal information,” said Dr, Larry Ponemon, chairman and founder, Ponemon Institute.

Cleveland – Fifth Third Bank (Nasdaq: FITB) was named the second most trusted bank by the Ponemon Institute in its 2011 Privacy Trust study for Retail Banking.

This is the second time in the past three years that Fifth Third ranked among the top five most trusted banks in the Ponemon Institute’s study.

“Protection of our customers’ data and assets is paramount to Fifth Third’s commitment to delivering secure products and services,” said Jerry Kelsheimer, President and CEO, Fifth Third Bank,Northeastern Ohio. “The results of the Ponemon study are recognition of that commitment to our customers and a reflection of the trust that we have earned with them.”

This is the ninth year Ponemon has measured consumer perceptions of trustworthiness for retail banking institutions. The study examines how issues related to consumer privacy and data security, and the ways in which retail banks address those issues, translate to consumer opinion.

“Customer trust and loyalty in retail banks is dependent upon the perception that the institution is taking every measure to protect their personal information,” said Dr, Larry Ponemon, chairman and founder, Ponemon Institute. “Clearly Fifth Third Bank is making an impact with its customers in this regard.”

The 2011 Privacy and Trust Study for Retail Banking was conducted from December 2011 to January 2012 and derived from a final sample of 5,571 respondents.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $118 billion in assets and operates 15 affiliates with 1,322 full-service Banking Centers, including 105 Bank Mart® locations open seven days a week inside select grocery stores and 2,408 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 Midwestand, as of June 30, 2012, had $291 billion in assets under care, of which it managed $25 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.