To celebrate the Banking Center, which opened June 15, 2011, there will be kids' activities, music, food, prizes and a grand prize flat screen TV sweepstakes. (Cleveland, OH) – Fifth Third Bank, Northeastern Ohio will hold a grand opening celebration of its Reservoir Place Banking Center at 11005 Kinsman Road in the City of Cleveland in the Reservoir Place Shopping Center on Saturday, July 23, 2011.

To celebrate the Banking Center, which opened June 15, 2011, there will be kids' activities, music, food, prizes and a grand prize flat screen TV sweepstakes. The festivities will begin at 9:00 a.m. with remarks beginning at 11:00 a.m. The event will be attended by Zack Reed, Councilman, Ward 2, Kenneth L. Johnson, Councilman Ward 4, Mamie Mitchell, Councilwoman Ward 6 and Leslie A. Conwell, Assistant Director of Mt. Pleasant NOW Development Corporation.

The Banking Center offers complete banking services with three teller lines and a drive-up ATM. The new location is open Monday through Friday from 9:00a.m. to 6:00p.m. and Saturdays from 9:00a.m. to 2:00p.m. The phone number is 216-912-2656. Managing the location is Kim Wynn, who has more than 10 years experience in assisting clients with financial solutions including investing, lending, and savings needs. Wynn is also committed to the community serving as a financial literacy speaker for the Ohio School of Business and Junior Achievement volunteer.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $110 billion in assets and operates 15 affiliates with 1,316 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,444 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 March 31, 2011, had $274 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."