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Gasparilla Distance Classic Association

Gasparilla Distance Classic Association Announces New Partnership With Fifth Third Bank

Tampa, FL, December 7, 2010: The Gasparilla Distance Classic Association is thrilled to welcome Fifth Third Bank as a Presenting Sponsor of the 2011 Publix Super Markets Gasparilla Distance Classic Race Weekend and Title Sponsor of the Fifth Third Bank Too Good For Drugs Jr. Gasparilla Distance Classic and brand new Fifth Third Bank Gasparilla Half Marathon Team Challenge.

Fifth Third Bank has a rich legacy of community support. In 1948, it became the first financial institution in the United States to establish a charitable foundation. Today, it continues to invest the time, resources and people to help build a better tomorrow in the communities it serves.

“I am proud to be a part of an organization that is committed to supporting the communities that it serves,” said Brian Keenan, president and CEO of Fifth Third Bank (Tampa Bay.) “Through our partnership with the Gasparilla Distance Classic Association, we are helping provide opportunities for health, fitness and financial wellness to members of our Tampa Bay community.”

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$112 billion in assets, operates 16 affiliates with 1,308 full-service Banking Centers, including 101 Bank Mart® locations open seven days a week inside select grocery stores and 2,366 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 <<https://www.53.com/wps/portal/53.com>> . Fifth Third's common stock is traded on the NASDAQ(R) National Global Select Market under the symbol "FITB." Member FDIC. Equal Housing Lender.

The 2011 Publix Super Markets Gasparilla Distance Classic Race Weekend will include the Publix Super Markets Gasparilla Distance Classic 15K & 5K on Saturday, February 26, and on Sunday, February 27, the Gasparilla Half Marathon & 5+3K, presented by Sports Authority. For more information, visit www.tampabayrun.com <<http://www.tampabayrun.com>> .

