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Fifth Third Bank partners with Orlando-based nonprofit to help clients struggling with high credit card debt

Free workshops to help debt-stressed consumers scheduled for Altamonte Springs

(Orlando, FL, October 18, 2009) — InCharge® Debt Solutions (IDS) will partner with Fifth Third Bank to conduct free financial literacy workshops for the bank's clients struggling with high credit card debts. The first program will be held at the Altamonte Springs banking center located at 254 West State Road 436 offices of Fifth Third Bank on Friday, November 13 at 10:00 a.m., Noon, 2:00 p.m. and 4:00 p.m.

"We are very pleased to partner with Fifth Third Bank in providing these workshops designed to help debt-stressed consumers find viable and realistic solutions to their financial struggles," said Etta Money, President of IDS. "Our counselors will help participants evaluate their debt situations, prepare workable budgets, understand their options, and choose a solution that is right for them," she continued.

For more information about this press release, the workshops or the benefits of credit counseling, contact InCharge at 1-888-360-9694 or visit <http://www.InCharge.org>.

About InCharge® Debt Solutions

Headquartered in Orlando, Florida, InCharge Debt Solutions (IDS) provides professional credit counseling and personal money management education to consumers and is a member of the Association of Independent Consumer Credit Counseling Agencies (AICCCA). IDS is one of the unique nonprofit credit counseling organizations to be dually accredited by both ISO 9001-2008 Quality Standards and the Council on Accreditation (COA). Consumers can access InCharge Debt Solutions credit counseling services for free by calling 1-888-360-9694 or online at <http://www.InCharge.org>.

About Fifth Third Bank

Fifth Third Bank (Central Florida) is a subsidiary of Fifth Third Bancorp, a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$116 billion in assets, operates 16 affiliates with 1,306 full-service Banking Centers, including 99 Bank Mart locations open seven days a week inside select grocery stores and 2,355 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, 2009, has \$180 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. Fifth Third's common stock is traded on the NASDAQ National Global Select Market under the symbol "FITB."