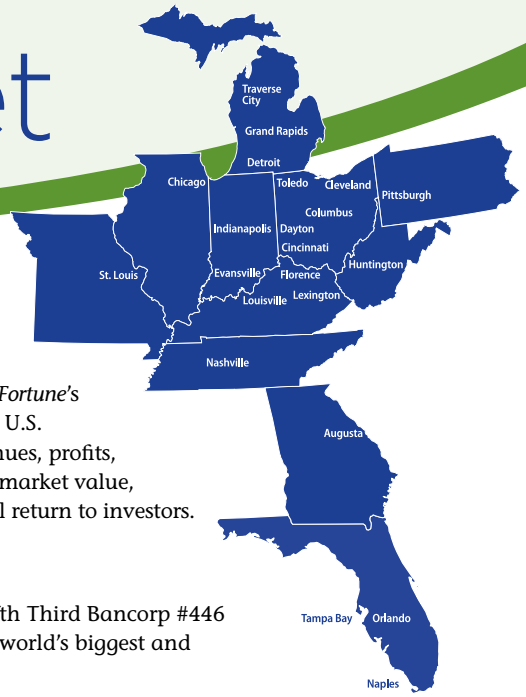
FIFTH THIRD BANK

FACTsheet



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corporate profile

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $111 billion in assets, operates 18 affiliates with 1,232 full-service Banking Centers, including 107 Bank Mart® locations open seven days a week inside select grocery stores and 2,221 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri and Georgia. Fifth Third operates five main businesses: Commercial Banking, Branch Banking, Consumer Lending, Investment Advisors and Fifth Third Processing Solutions. Fifth Third is among the largest money managers in the Midwest and, as of March 31, 2008, has $212 billion in assets under care, of which it managed $31 billion for individuals, corporations and not-for-profit organizations. The Company is among the top 15 largest bank holding companies in the country and among the 15 largest in market capitalization.

financial highlights

FIRST QUARTER	2008	2007	Change
Key Performance Ratios			
Return on Average Assets	1.03 %	1.47 %	(30) %
Return on Average Equity	12.3	14.6	(16)
Net Interest Margin (FTE)	3.41	3.44	(1)
Efficiency	42.3	55.8	(24)
Average Equity/Average Assets	8.43	10.05	(16)
Net Charge-Offs/Avg. Loans and Leases	1.37	0.39	251
Earnings ($ in millions) and Per Share Data			
Net Interest Income (FTE)	$ 826	$ 742	11 %
Net Income	286	359	(20)
Earnings Per Share, Basic	0.54	0.65	(17)
Earnings Per Share, Diluted	0.54	0.65	(17)
Cash Dividends Per Common Share	0.44	0.42	5
Book Value Per Share	17.57	17.82	(1)
Common Shares Outstanding ($000)	532,106	550,077	(3)

headlines

Fortune 500 Company

Fifth Third ranked #307 on *Fortune*'s annual listing of the largest U.S. corporations based on revenues, profits, assets, stockholders' equity, market value, earnings per share and total return to investors.
May 5, 2008

Forbes Global 2000

Forbes magazine ranked Fifth Third Bancorp #446 on its annual listing of the world's biggest and leading public companies.
April 2, 2008

Top 10 Superregional Bank, *Fortune* magazine

Fifth Third earned top 10 inclusion in the Superregional Bank category of *Fortune*'s Most Admired Companies for the seventh consecutive year. The ranking is based on strength in employee talent, social responsibility, innovation, quality of management, financial soundness and long-term investment value.
March 17, 2008

Best Places to Work in Kentucky 2008

The Kentucky Society for Human Resource Management state council, in conjunction with the Kentucky Chamber of Commerce, recognized Fifth Third Bank (Central Kentucky) as one of the top 25 "Best Places to Work in Kentucky" in the large company category. The selection process is based on assessment of employee policies, procedures and results of an internal employee survey.
January 2008

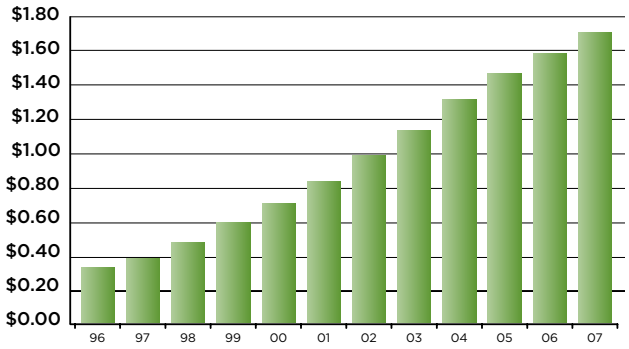
Ohio Large Employer of the Year, Governor's Council on People with Disabilities

The Ohio Governor's Council on People with Disabilities recognized Fifth Third Bank as Large Employer of the Year for its work with Project SEARCH, a program that helps high school students with disabilities prepare for the working world.
August 2007

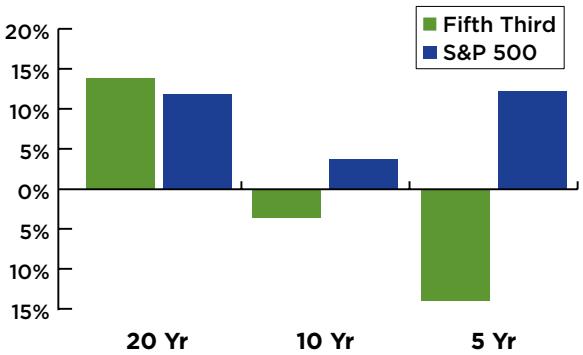
Top 100 Banks of 2006

Fifth Third ranked #38 on *U.S. Banker*'s list of the Top 100 Banks of 2006. *U.S. Banker*'s annual performance ranking takes the 100 largest banks and scores them based on three-year average return on equity.
March 2007

dividends per share



annualized shareholder return
(assuming reinvestment of dividends)



stock split history

2000	3 for 2
1998	3 for 2
1997	3 for 2
1996	3 for 2
1992	3 for 2
1990	3 for 2
1987	3 for 2
1986	3 for 2
1985	3 for 2
1983	2 for 1

FIFTH THIRD BANK

FINANCIAL highlights

FIRST QUARTER 2008

	THREE MONTHS			CALENDAR YEAR				
	2008	2007	Change %	2007	2006	2005	2004	2003
Key Performance Ratios								
Return on Average Assets	1.03 %	1.47 %	(30) %	1.05 %	1.13 %	1.50 %	1.61 %	1.90 %
Return on Average Equity	12.3	14.6	(16)	11.2	12.1	16.6	17.2	19.0
Net Interest Margin (FTE)	3.41	3.44	(1)	3.36	3.06	3.23	3.48	3.62
Efficiency	42.3	55.8	(24)	60.2	60.5	53.2	53.9	47.0
Average Equity/Average Assets	8.43	10.05	(16)	9.35	9.32	9.06	9.34	10.01
Earnings ($ in millions) and Per Share Data								
Net Interest Income (FTE)	$ 826	$ 742	11 %	$ 3,033	$ 2,899	$ 2,996	$ 3,048	$ 2,944
Net Income	286	359	(20)	1,076	1,188	1,549	1,525	1,665
Earnings Per Share, Basic	0.54	0.65	(17)	2.00	2.14	2.79	2.72	2.91
Earnings Per Share, Diluted	0.54	0.65	(17)	1.99	2.13	2.77	2.68	2.87
Cash Dividends Per Common Share	0.44	0.42	5	1.70	1.58	1.46	1.31	1.13
Book Value Per Share	17.57	17.82	(1)	17.20	18.02	17.00	16.00	15.29
Common Shares Outstanding ($000)	532,106	550,077	(3)	532,672	556,253	555,623	557,649	566,685
Average Balances ($ in millions)								
Total Assets	$111,291	$99,192	12 %	$102,477	$105,238	$102,876	$ 94,896	$ 87,481
Loans and Leases, including held for sale	84,912	75,860	12	78,348	73,493	67,737	57,042	52,414
Core Deposits	64,342	61,140	5	61,765	60,178	56,668	49,468	46,798
Shareholders' Equity	9,379	9,970	(6)	9,583	9,811	9,317	8,860	8,754
Asset Quality Ratios								
Net Charge-Offs/Avg. Loans and Leases	1.37 %	0.39 %	251 %	0.61 %	0.44 %	0.45 %	0.45 %	0.63 %
Nonperforming Assets/Loans, Leases and Other Assets, including OREO	1.96	0.66	197	1.32	0.61	0.52	0.52	0.61
Allowance/Nonperforming Assets	82	175	(53)	97	186	225	259	241
Market Performance: FITB (NASDAQ)								
Market Price Per Share:								
High	$ 28.58	$ 41.41	(31) %	$ 43.32	$ 41.57	$ 48.12	$ 60.00	$ 62.15
Low	20.25	37.93	(47)	24.82	35.86	35.04	45.32	47.05
Close	20.92	38.69	(46)	25.13	40.93	37.72	47.30	59.10
Price/Earnings Ratio	11.13	18.08	(38)	12.44	19.13	13.57	17.65	20.59
Market Capitalization ($ in millions)	11,132	21,282	(48)	13,386	22,767	20,958	26,377	33,491

affiliates

Fifth Third Bank (Cincinnati)
Fifth Third Bank (Central Ohio)
Fifth Third Bank (Northeastern Ohio)
Fifth Third Bank (Northwestern Ohio)
Fifth Third Bank (Ohio Valley)
Fifth Third Bank (Western Ohio)
Fifth Third Bank (Eastern Michigan)
Fifth Third Bank (Northern Michigan)
Fifth Third Bank (Western Michigan)
Fifth Third Bank (Orlando)
Fifth Third Bank (Lexington)
Fifth Third Bank (Louisville)
Fifth Third Bank (Central Indiana)
Fifth Third Bank (Southern Indiana)
Fifth Third Bank (Chicago)
Fifth Third Bank (Florida)
Fifth Third Bank (Tennessee)
Fifth Third Bank (Tampa Bay)

additional information

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