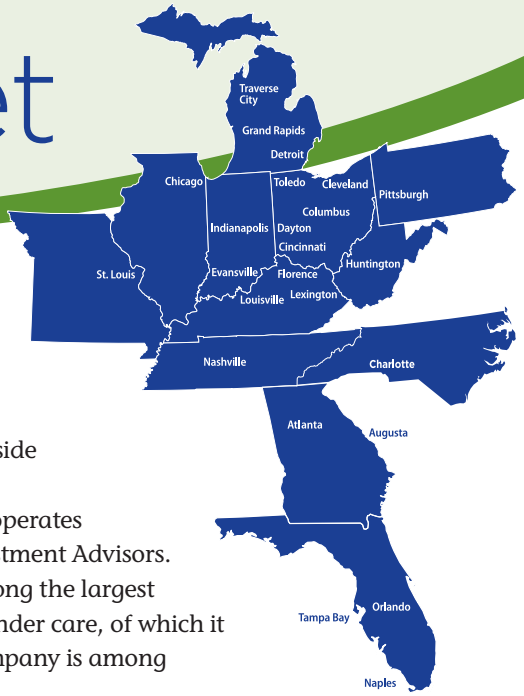
FIFTH THIRD BANCORP

FACTsheet



corporate profile

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $113 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,358 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 December 31, 2009, has $187 billion in assets under care, of which it managed $25 billion for individuals, corporations and not-for-profit organizations. The Company is among the top 20 largest bank holding companies in the country.

headlines

Fortune 500 Company

Fifth Third ranked #302 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 4, 2009

Forbes Global 2000

Forbes magazine ranked Fifth Third Bancorp #1071 on its annual listing of the world's biggest and leading public companies.

April 8, 2009

Top 10 Superregional Bank, *Fortune* magazine

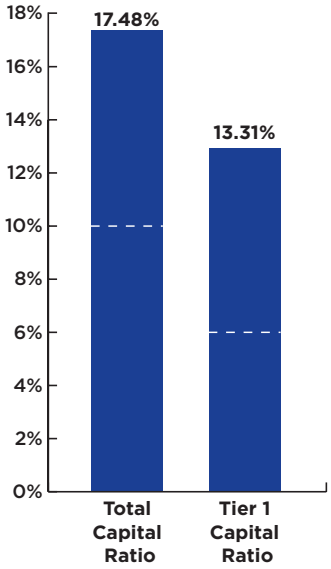
Fifth Third earned top 10 inclusion in the Superregional Bank category of ***Fortune's*** Most Admired Companies for the eighth consecutive year. The ranking is based on strength in employee talent, social responsibility, innovation, quality of management, financial soundness and long-term investment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

March 16, 2009

capital

Today, it is important that you know your banking company is strong and well capitalized. Fifth Third is both. For over 150 years, Fifth Third has represented a source of strength and stability. Our capital levels significantly exceed all regulatory "well-capitalized" levels as well as our own target levels.

Fifth Third Bancorp estimated 12/31/09 regulatory capital ratios



Dashed lines represent regulatory "well capitalized" levels.

Fifth Third's subsidiary bank also exceeds regulatory "well capitalized" levels.

credit agency ratings

	Holding Company Long-Term Issuer Rating	Rating Level	Bank* Long-Term Deposit Rating	Rating Level
Moody's	Baa1	8th highest of 22	A2	6th highest of 22
S&P	BBB	9th highest of 21	BBB+	8th highest of 21
Fitch	A-	7th highest of 23	A	6th highest of 23
DBRS	A	6th highest of 26	AH	5th highest of 26

*Represents Fifth Third Bank (Ohio)

lending

Fifth Third continues to lend to qualified borrowers. In the fourth quarter of 2009, we extended $19 billion of new and renewed credit to our customers.

FIFTH THIRD BANCORP

FINANCIAL highlights

FULL YEAR 2009

	CALENDAR YEAR				
	2009	2008	2007	2006	2005
Key Performance Ratios					
Return on Average Assets	0.64 %	(1.85) %	1.05 %	1.13 %	1.51 %
Return on Average Common Equity	5.6	(23.0)	11.2	12.1	16.6
Net Interest Margin (FTE)	3.32	3.54	3.36	3.06	3.23
Efficiency	46.9	70.4	60.2	55.4	52.1
Average Equity/Average Assets	11.36	8.78	9.35	9.32	9.06
Earnings ($ in millions) and Per Share Data					
Net Interest Income (FTE)	$3,373	$3,536	$3,033	$2,899	$2,996
Net Income Available to Common Shareholders	511	(2,180)	1,075	1,188	1,548
Earnings Per Common Share, Basic	0.73	(3.91)	1.99	2.13	2.79
Earnings Per Common Share, Diluted	0.67	(3.91)	1.98	2.12	2.77
Cash Dividends Per Common Share	0.04	0.75	1.70	1.58	1.46
Book Value Per Share	12.44	13.57	17.24	18.00	16.98
Common Shares Outstanding ($000)	795,068	577,387	532,672	556,253	555,623
Average Balances ($ in millions)					
Total Assets	$114,856	$114,296	$102,477	$105,238	$102,876
Loans and Leases, including held-for-sale	83,391	85,835	78,348	73,493	67,737
Core Deposits	69,338	63,815	61,765	60,178	56,668
Shareholders' Equity	13,053	10,038	9,583	9,811	9,317
Asset Quality Ratios					
Net Charge-Offs/Avg. Loans and Leases	3.20 %	3.23 %	0.61 %	0.44 %	0.45 %
Nonperforming Assets/Loans, Leases and Other Assets, including OREO (excluding loans held-for-sale)	4.22	2.38	1.32	0.61	0.52
Market Performance: FITB (NASDAQ)					
Market Price Per Share:					
High	$11.20	$28.58	$43.32	$41.57	$48.12
Low	1.01	6.32	24.82	35.86	35.04
Close	9.75	8.26	25.13	40.93	37.72
Market Capitalization ($ in millions)	7,752	4,769	13,386	22,767	20,958

additional information

Internet: www.53.com

Investor Contact: James P. Eglseder
VP, Investor Relations

(513) 534-8424 (phone)
(513) 534-0629 (fax)

Fifth Third Center
Cincinnati, Ohio 45263