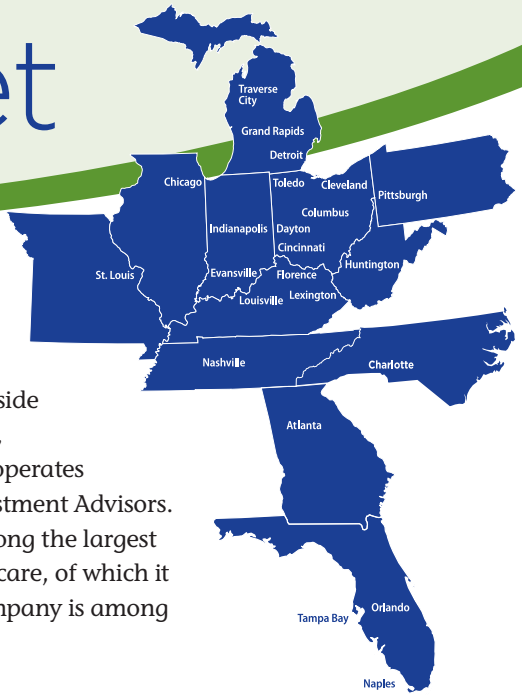
FIFTH THIRD BANCORP

FACTsheet



corporate profile

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $112 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 102 Bank Mart® locations open seven days a week inside select grocery stores and 2,362 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. The Company is among the top 20 largest bank holding companies in the country.

headlines

Fortune 500 Company

Fifth Third ranked #248 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 3, 2010

Forbes Global 2000

Forbes magazine ranked Fifth Third Bancorp #387 on its annual listing of the world's biggest and leading public companies.

April 21, 2010

Top 10 Superregional Bank, *Fortune* magazine

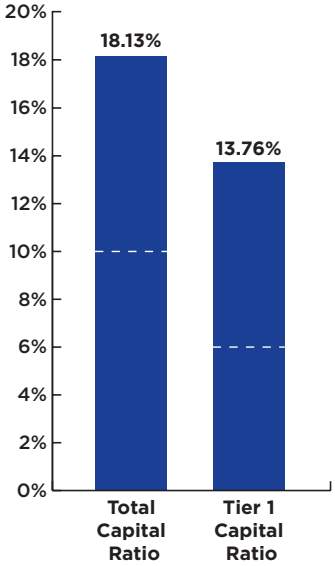
Fifth Third earned top 10 inclusion in the Superregional Bank category of ***Fortune's*** Most Admired Companies for the ninth consecutive year. The ranking is based on strength in innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, quality of products/services and global competitiveness.

March 22, 2010

capital

Today, it is important that you know your banking company is strong and well capitalized. Fifth Third is both. For over 152 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 6/30/10 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	AL	7th highest of 26	A	6th highest of 26

*Represents Fifth Third Bank (Ohio). As an investor, you should be aware that a security rating is not a recommendation to buy, sell or hold securities, that it may be subject to revision or withdrawal at any time by the assigning rating organization and that each rating should be evaluated independently of any other rating.

lending

Fifth Third continues to lend to qualified borrowers. In the second quarter of 2010, we extended $20 billion of new and renewed credit to our customers.

FIFTH THIRD BANCORP

FINANCIAL highlights

SECOND QUARTER 2010

	SIX MONTHS			CALENDAR YEAR				
	2010	2009	Change %	2009	2008	2007	2006	2005
Key Performance Ratios								
Return on Average Assets	0.32 %	1.60 %	(80) %	0.64 %	(1.85) %	1.05 %	1.13 %	1.50 %
Return on Average Common Equity	1.2	20.7	(94)	5.6	(23.0)	11.2	12.1	16.6
Net Interest Margin (FTE)	3.60	3.16	14	3.32	3.54	3.36	3.06	3.23
Efficiency	62.3	40.5	54	46.9	70.4	60.2	59.4	52.1
Average Equity/Average Assets	11.98	10.48	14	11.36	8.78	9.35	9.32	9.06
Earnings ($ in millions) and Per Share Data								
Net Interest Income (FTE)	$1,788	$1,617	11 %	$3,373	$3,536	$3,033	$2,899	$2,996
Net Income	182	932	(80)	737	(2,113)	1,076	1,188	1,549
Earnings Per Share, Basic	0.07	1.37	(95)	0.73	(3.91)	1.99	2.13	2.79
Earnings Per Share, Diluted	0.07	1.18	(94)	0.67	(3.91)	1.98	2.12	2.77
Cash Dividends Per Common Share	0.02	0.02	-	0.04	0.75	1.70	1.58	1.46
Book Value Per Share	12.65	12.71	-	12.44	13.57	17.18	18.00	16.98
Common Shares Outstanding ($000)	796,320	795,313	-	795,068	577,387	532,672	556,253	555,623
Average Balances ($ in millions)								
Total Assets	$113,021	$117,272	(4) %	$114,856	$114,296	$102,477	$105,238	$102,876
Loans and Leases, including held for sale	79,468	85,410	(7)	83,391	85,835	78,348	73,493	67,737
Core Deposits	76,555	67,793	13	69,338	63,815	61,765	60,178	58,668
Shareholders' Equity	13,541	12,288	10	13,053	10,038	9,583	9,811	9,317
Asset Quality Ratios								
Net Charge-Offs/Avg. Loans and Leases	2.64 %	2.73 %	(3) %	3.20 %	3.23 %	0.61 %	0.44 %	0.45 %
Nonperforming Assets/Loans, Leases and Other Assets, including OREO	3.87	3.48	11	4.22	2.38	1.25	0.61	0.52

	THREE MONTHS (Ended June 30)			CALENDAR YEAR				
	2010	2009	Change %	2009	2008	2007	2006	2005
Market Performance FITB (NASDAQ)								
Market Price Per Share:								
High	$15.95	$9.15	74 %	$11.20	$28.58	$43.32	$41.57	$48.12
Low	12.00	2.50	380	1.01	6.32	24.82	35.86	35.04
End of Period	12.29	7.10	73	9.75	8.26	25.13	40.93	37.72
Market Capitalization ($ in millions)	9,787	5,647	73	7,752	4,769	13,386	22,767	20,958

additional information

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