



**Fifth Third Bancorp Homeowner Reemployment Initiative Named
Winner In BAI-Finacle Global Banking Innovation Awards for Societal
and Community Impact**



BAI Retail Delivery 2014

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CINCINNATI--(BUSINESS WIRE)--Fifth Third Bancorp's homeowner reemployment program, in which it helps unemployed customers find jobs and regain financial stability, was named a winner of the BAI-Finacle Global Banking Innovation Award in Societal and Community Impact. The award was announced and presented today at the BAI Retail Delivery Conference in Chicago, Ill.

The BAI-Finacle Global Banking Innovation awards program, now in its fourth year, recognizes innovation in the retail banking industry that positively impacts customer experience, bank efficiency and profitability. Fifth Third Bancorp had been named a finalist for the award earlier this year.

Homeowner reemployment is a program in which Fifth Third helps its unemployed mortgage borrowers find work by sponsoring them through a comprehensive job search and training program offered by NextJob, a national reemployment solutions company. The program is designed to help Fifth Third mortgage customers land jobs, return to financial stability and stay in their homes. During the 2012 pilot, nearly 40 percent of participants found jobs within six months of completing the program, after being out of work an average of 22 months.

"Our Company is thrilled at this recognition as a winner in BAI's Societal and Community Impact category," said Chad Borton, executive vice president and Head of the Consumer Bank, Fifth Third Bancorp. "The program works for our Company, but the most satisfying part is that our customers win—by finding jobs after long-term unemployment, regaining financial stability and being able to stay in their homes. We thank BAI for recognizing our efforts to work on behalf of our customers."

The BAI Retail Delivery Conference in Chicago, Ill. Is an industry-leading event attended by more than 3,000 financial services professionals including retail banking organizations around the globe and financial technology and business solutions providers to these financial institutions. More information is available at www.baiglobalinnovations.com.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$134 billion in assets and operates 15 affiliates with 1,308 full-service Banking Centers, including 102 Bank Mart® locations, most open seven days a week, inside select grocery stores and 2,639 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 22.8% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2014, had \$303 billion in assets under care, of which it managed \$26 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® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC. Equal Housing Lender.

About BAI

BAI is the financial services industry's resource for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace. For more than 85 years, BAI has focused on advancing the industry by offering unbiased education and research. BAI's offerings are as diverse as the industry, and include premier events such as BAI

Retail Delivery Conference & Expo, groundbreaking research and performance metrics, professional learning and development programs, and in-depth editorial coverage through *BAI Banking Strategies*. For more information visit: BAI.org or on twitter.com/BAI_Info/.

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