**CONTACT:** Jessica Garcia

407-657-4818

jessicagarcia@costacg.com

**Fifth Third Bank Named Official Bank of the**

**2014 Seminole Hard Rock Winterfest Boat Parade**

**FORT LAUDERDALE, Fla. (Aug. 29, 2014) –** Fifth Third Bank will be the official bank of the 2014 Seminole Hard Rock Winterfest Boat Parade. Scheduled for Dec. 13 at 6:30 p.m., the event is expected to draw more than 1 million spectators to the shores of downtown Fort Lauderdale.

“Fifth Third Bank is honored to support this fun community event,” said Jim Ray, senior vice president and commercial banking executive at Fifth Third Bank (South Florida). “We look forward to being a part of ‘The World’s Most Watched Boat Parade.’”

The Winterfest Boat Parade will feature live commentary, games and entertainment. For more information, visit [www.winterfestparade.com](http://www.winterfestparade.com).

***# # #***

**About Fifth Third Bank**

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has $133 billion in assets and operates 15 affiliates with 1,309 full-service Banking Centers, including 102 Bank Mart® locations, most open seven days a week, inside select grocery stores and 2,619 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 June 30, 2014, had $305 billion in assets under care, of which it managed $27 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at [www.53.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.53.com%2F&esheet=50906541&newsitemid=20140717005563&lan=en-US&anchor=www.53.com&index=5&md5=4f29d49c72f1b839e973856b5bf74c7b). 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.