

FOR IMMEDIATE RELEASE

April 4, 2013

DAVE RAMSEY AND FIFTH THIRD BANK OFFERING FINANCIAL LITERACY CHALLENGE AND SCHOLARSHIP CONTEST

NASHVILLE, Tenn. —In celebrating Financial Literacy Month in April, Fifth Third Bank and *New York Times* bestselling author and nationally syndicated radio talk show host Dave Ramsey are inviting high school students across the country to test their personal finance knowledge.

The contest will be hosted on 53schools.com from April 10 to 17. Students who score 100 percent on the online test are eligible to win prizes, including three \$5,000 scholarships for high school seniors and two Google Chromebook laptops for underclassmen.

“We are pleased to work with Dave Ramsey to challenge students to think seriously about personal finance,” said Larry Magnesen, senior vice president and chief marketing officer for Fifth Third Bank. “High school- and college-age students are at a pivotal point in terms of their financial independence and we are happy to do our part to provide them with sound financial principles that will serve them a lifetime.”

Magnesen adds, “Fifth Third Bank began sponsoring Dave Ramsey’s Foundations in Personal Finance curriculum in 2010 and has since helped to provide financial education to more than 330,000 students across our footprint.”

Speaker and host of Dave Ramsey’s *Foundations in Personal Finance* curriculum Rachel Cruze, will announce the winners of the scholarship contest on May 15 at Financial Peace Plaza in Nashville, Tennessee and May 16 in Cincinnati, Ohio.

To find out more information about *Foundations in Personal Finance*, go to www.daveramsey.com/schools.

About Dave Ramsey

Dave Ramsey is America’s trusted voice on money and business. He’s authored four *New York Times* best-selling books: *Financial Peace*, *More Than Enough*, *The Total Money Makeover* and *EntreLeadership*. *The Dave Ramsey Show* is heard by more than 6 million listeners each week on more than 500 radio stations. Follow Ramsey on Twitter at @DaveRamsey and on the web at daveramsey.com.

About Fifth Third

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$122 billion in assets

and operates 18 affiliates with 1,320 full-service Banking Centers, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,417 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 33% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2012, had \$308 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. Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB." Fifth Third Bank. Member FDIC.

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