

FOR IMMEDIATE RELEASE

April 7, 2015

***DAVE RAMSEY CELEBRATES NATIONAL FINANCIAL LITERACY MONTH
WITH THE FINANCIAL LITERACY CHALLENGE***

***Grand Prize Winner Receives \$36,000 Scholarship Sponsored by Fifth
Third Bank***

NASHVILLE, Tenn. —To celebrate National Financial Literacy Month, *New York Times* best-selling author and nationally syndicated radio talk show host Dave Ramsey is inviting high school students across the country to test their personal finance knowledge by taking The Financial Literacy Challenge. Students who score 100 percent on the online quiz are eligible to win prizes, including one \$36,000 college scholarship for a high school senior. The scholarship is sponsored by Fifth Third Bank, a leader in financial empowerment.

The contest runs from April 7 to 24 and will be hosted on 53schools.com. Second and third prize scholarships of \$5,000 and \$2,500, respectively, will also be awarded to two high school seniors, along with three Chromebook 2 laptops for underclassmen. Each of the prize winners' schools will receive a set of *Foundations in Personal Finance High School Edition* curriculum for their classrooms. See official rules for details.

“Fifth Third has sponsored Dave Ramsey’s curriculum in high schools for more than five years because we know how vital it is for teens to learn personal finance before they graduate to college and careers,” said Maria Veltre, senior vice president and Chief Marketing Officer. “The Financial Literacy Challenge gives us an opportunity to fund a \$36,000 scholarship to college for a deserving student—a significant assist to a young person embarking on their adult life.”

Teachers can also register throughout the month of April at daveramsey.com/teacher to win an all-inclusive vacation for two, \$500 gift cards for their classroom and *Foundations in Personal Finance High School Edition* curriculum.

Ramsey’s *Foundations in Personal Finance* is offered in high schools all over the country to teach students how to manage their finances and have a solid financial future. To find out more information about *Foundations in Personal Finance*, go to www.daveramsey.com/school.

Fifth Third Bank has sponsored *Foundations in Personal Finance* since 2010 and has helped educate more than 600,000 students. Fifth Third sponsors the program in 2,000 schools throughout the Bank’s 12-state market and expects to help educate more than one million students by 2017.

About Dave Ramsey

Dave Ramsey is America's trusted voice on money and business. He's authored five *New York Times* best-selling books: *Financial Peace*, *More Than Enough*, *The Total Money Makeover*, *EntreLeadership* and *Smart Money Smart Kids*. "The Dave Ramsey Show" is heard by more than 8.5 million listeners each week on more than 550 radio stations, "The Dave Ramsey Show" channel on iHeartRadio and a 24-hour online streaming video channel. Ramsey Solutions offers a suite of products and services to help people get control of their finances and other aspects of their lives. 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 \$139 billion in assets and operates 15 affiliates with 1,302 full-service Banking Centers, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,638 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 December 31, 2013, 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® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC.

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