

NEWS RELEASE
FOR IMMEDIATE RELEASE
APRIL 21, 2011

Contacts:

Beth Tallent

Foundations in Personal Finance
888-572-0388
betht@daveramsey.com

Connie White

Fifth Third Bank, Tennessee
615-687-3006
Connie.White@53.com

**FIFTH THIRD BANK AND DAVE RAMSEY'S FOUNDATION IN PERSONAL
FINANCE
ANNOUNCE SPECIAL PROGRAM FOR LOCAL SCHOOLS**

NASHVILLE, TENN. – Fifth Third Bank announces its participation with Dave Ramsey's *Foundations in Personal Finance* as a major element of their *Financial Empowerment* program designed for local communities. Through the support of Fifth Third Bank and their willingness to underwrite the total cost of the curriculum, forty-seven schools within the Nashville area are participating. This number includes 90 percent of Davidson County public high schools as well as interested private schools in Davidson and Williamson Counties. Rachel Cruze, speaker and Ramsey's daughter, along with Don Abel, Fifth Third's Affiliate President and CEO of Tennessee will be at McGavock High School on Thursday, April 21st, to announce the relationship and speak to students about their experience with the curriculum.

“The economic crisis that the country is emerging from has brought issues of financial literacy to the forefront,” said Don Abel, President and CEO, Fifth Third Bank (Tennessee). “We at Fifth Third Bank want to be an active part of the solution. Financial empowerment begins with educating individual people – children, teenagers, and adults. Since 2004, we've been a leader in financial empowerment – giving people in our communities the tools and knowledge they need to be successful throughout our footprint. Working with Dave Ramsey to provide this program to our high school juniors is a natural extension of our commitment to help people achieve their goals. Fulfillment of any goal begins with understanding money, knowing how to use it wisely and having the means to save and invest in the future.”

Ramsey developed Foundations in Personal Finance to teach students sound financial principles so they can avoid financial difficulties as they become adults. This program is the perfect complement to Fifth Third's initiatives of Financial Empowerment targeting all ages. Fifth Third Bank has a goal to all ages at all levels and promotes sound financial principles.

The lessons are taught in an entertaining, passionate, and easy-to-understand style that helps students learn financial lessons that their parents may have had to learn the hard way. Each interactive lesson

is taught by Ramsey through age-specific questions. The curriculum is aligned with national and state standards. There is emphasis on 21st Century Learning Skills like: critical thinking, analyzing information, problem solving, and applying knowledge to new situations. *Foundations in Personal Finance* is being taught in more than 10,000 schools and educational institutions nationwide.

About Fifth Third Bank:

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets and operates 15 affiliates with 1,312 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,445 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third Bank (Tennessee), an affiliate of Fifth Third Bancorp, has been serving local customers since 1999. With 33 full-service locations and 145 ATMs open seven days a week, 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 December 31, 2010, had \$266 billion in assets under care, of which it managed \$25 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." Member FDIC. Equal Housing Lender.

About Dave Ramsey:

Dave Ramsey, a personal money management expert, an extremely popular national radio personality, and author of the *New York Times* best-sellers *The Total Money Makeover*, *Financial Peace* and *More Than Enough*. Ramsey knows first-hand what financial peace means in his own life – living a true rags-to-riches-to-rags-to-riches story. By age twenty-six he had established a four-million-dollar real estate portfolio, only to lose it by age thirty. He has since rebuilt his financial life and now devotes himself full-time to helping ordinary people understand the forces behind their financial distress and how to set things right. Through his proven plan, Ramsey helps eliminate debt and credit cards, learn to budget, avoid bankruptcy, build wealth and find financial peace.

Ramsey founded The Lampo Group, Inc. to provide financial counseling, through various means, to the public. More than 1,000,000 families have completed Financial Peace University with the typical family saving \$2,700 and paying off \$5,300 of debt. More than 750,000 people have attended a Dave Ramsey LIVE event. Ramsey created *Financial Peace Jr.* and authored six children's books designed to help parents teach sound financial principles to their children. Ramsey's syndicated newspaper column, "Dave Says" is read by over 14 million readers weekly. "The Dave Ramsey Show" is syndicated to more than 450 radio stations nationwide with 4.5 million weekly listeners.

###