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2014 Chicago Auto Show Discount Coupons Now Available at Fifth Third Bank *Fifth Third Bank Returns as a Chicago Auto Show Premier Partner*

CHICAGO – Jan. 14, 2014 – Fifth Third Bank announced today it has renewed its annual partnership with the Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show. The highlights of this exclusive partnership provide that Fifth Third is the exclusive bank of the show and will again serve as a main distributor of the weekday half-priced auto show coupons, Grand Benefactor of First Look for Charity gala and host of an exciting and interactive display on the show floor.

The public is encouraged to stop into any Fifth Third banking center in Illinois and Northwest Indiana and pick up the half-priced weekday discount coupons. To find a banking center near you, visit our branch locator at www.53.com.

In addition to providing weekday discount coupons as the exclusive bank sponsor, Fifth Third Bank will again serve as Grand Benefactor of First Look for Charity, one of Chicago's biggest one-day fundraisers, regularly generating more than \$2 million each year for 18 local charitable organizations.

The bank will also host an exciting interactive display at the Chicago Auto Show.

"We're thrilled to have Fifth Third Bank return this year as a premier partner," said Kurt Schiele, Chicago Auto Show chairman. "The No. 17 Fifth Third Bank Ford Fusion NASCAR is sure to draw a crowd and race fans of all ages will be able to test their skill on custom racing simulators within the Fifth Third display."

As the nation's largest auto show, the Chicago Auto Show spans more than one million square feet of contiguous one-floor space, displays multiple world and North American introductions and

showcases a complete range of domestic and imported passenger cars, trucks, sport-utility vehicles, minivans and concept cars. In all, nearly 1,000 different vehicles will be on display, including hundreds of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars.

"The Chicago Auto Show is an iconic institution that is well-known and highly regarded throughout the world," said Robert A. Sullivan, president & CEO, Fifth Third Bank (Chicago). "We are delighted to join forces with this wonderful organization and enjoy the opportunity of meeting the tens of thousands of visitors that the show will draw daily."

The Chicago Auto Show will be held February 8-17 at McCormick Place (Lake Shore Drive at 23rd St., Chicago. GPS: 2301 South Martin Luther King Drive, Chicago, 60616).

General admission to the 2014 Chicago Auto Show is \$12 for adults (ages 13 - 61), \$6 for children (ages 7 - 12) and \$6 for senior citizens (ages 62 and up). Any child 6 years or younger may enter the show free of charge when they accompany a paying adult. Advanced ticket sales are available online at www.chicagoautoshow.com.

For more information about the 2014 Chicago Auto Show, please visit www.chicagoautoshow.com.

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About the Chicago Auto Show

The Chicago Auto Show is the largest on the continent, spanning more than 1 million square feet of production, concept, and exotic vehicle exhibit space. In addition to hosting multiple world and North American vehicle debuts, the Chicago Auto Show's First Look for Charity raises more than \$2 million annually for 18 worthy Chicago organizations in a single night. The 2014 public show will be February 8-17. For more information, visit ChicagoAutoShow.com or Facebook.com/ChicagoAutoShow. Media can register for the Chicago Auto Show Media Preview at chicagoautoshow.com/media/

About The Chicago Automobile Trade Association

Founded in 1904, the Chicago Automobile Trade Association is the nation's oldest and largest metropolitan dealer organization. It is comprised of more than 400 franchised new-car dealers and an additional 150 allied members. The group's dealer members employ nearly 20,000 people in the metropolitan area. The association has produced the Chicago Auto Show since 1935. For more information, visit CATA.info.

About Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$126 billion in assets and operates 18 affiliates with 1,326 full-service Banking Centers, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,374 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 25% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2013, had \$318 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® Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC.