

**Community Service 2011 Company of the Week: Fifth Third Bancorp  
Week of September 18, 2011**

**Fifth Third Bank Reaches Deeper into Underserved Communities**



*eBus II is a mobile classroom on wheels that has Internet-equipped computer workstations for use by bus guests.*

Fifth Third Bank has deployed eBus II, a second mobile financial classroom on wheels, to help meet the financial challenges facing low- and moderate-income communities and high minority neighborhoods. Known formally as Fifth Third Bank Financial Empowerment Mobiles, eBus and eBus II are retrofitted city buses equipped with computer workstations with Internet connectivity.



*The Fifth Third Financial Empowerment Mobile, or eBus II, recently deployed into the Bank's markets. Together, with eBus I, it will take financial services into underserved neighborhoods.*

The eBuses are mobile classrooms that offer credit counseling, homeownership education, foreclosure prevention, financial education and products to people where they live, work and worship. eBus II, like the first eBus, will be staffed with local Fifth Third Bank community development managers, mortgage professionals and retail bankers. They also are staffed by community influencer organizations and tours are arranged with partner community organizations to encourage an informal and relaxed environment for bus guests.



*The eBus II was formally launched on August 17 in Detroit, MI.*

Since its first eBus tour in 2004, Fifth Third has partnered with over 925 non-profit and government agencies to serve a diverse population of more than 3.5 million people. Through its eBus initiative, the Bank has better equipped consumers with the skills and tools they need to make informed decisions that contribute to their financial well-being and fulfill their dreams. The eBuses are a key component of Fifth Third Bank's commitment to financial empowerment, which includes the offering of its flagship financial empowerment programs for youth as well as sponsorship of Dave Ramsey's Foundations in Personal Finance high school curriculum in high schools in several of its key markets.

Congratulations Fifth Third Bancorp!