



Joint News Release

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Fifth Third Bank and Crown Partners Announce New Banking Relationship

DAYTON, Ohio – July 22, 2009 Fifth Third Bank is pleased to announce a financial and banking relationship with Crown Partners, LLC., a key provider of IT related software and consulting to Global 2000 companies. After discussions with several national, regional and local financial institutions, Crown chose Fifth Third to provide working and growth capital, as well as Treasury Management and international Services to support their business.

"We are extremely impressed with Crown's market position, management team, and strategic direction. They have a great history, and we believe an even better future," states Dave Melin, Fifth Third Bank City Executive for the Dayton Region. Melin added, "While the current economy and local job losses have been challenging for the region, companies such as Crown are a bright light for the future of the Miami Valley."

"We felt it was critical to align our primary banking relationship with a bank that understands our business and is willing to evolve with us as we grow. Fifth Third's ability and willingness to support a growing technology business stood out above the other banks we interviewed" states Richard Hearn, Crown Partners' CEO. "We are excited at the prospect of growing with them into the future."

This financial and banking relationship is effective immediately.

About Fifth Third: Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$119 billion in assets, operates 16 affiliates with 1,317 full-service Banking Centers, including 98 Bank Mart® locations open seven days a week inside select grocery stores and 2,355 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates five main businesses: Commercial Banking, Branch Banking, Consumer Lending, Investment Advisors and Fifth Third Processing Solutions. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2008, has \$179 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."

About Crown Partners: A leading provider of Enterprise Information Management (EIM) platform solutions, Crown Partners has been recognized for four consecutive years by the Inc500/5000 as one of the fastest growing private enterprise content management companies in America. Crown provides Global 2000 companies field-proven software products, quality professional services and educational resources that optimize performance of the EMC Documentum, Oracle Hyperion and Microsoft SharePoint platforms. With more than 500 "go-lives", Crown software engineers and service professionals quickly and efficiently identify business needs, automate critical business processes and drive platform performance.

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