



News Release

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FOR IMMEDIATE RELEASE
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\$100,000 MOLLY DATTILO REWARD FUND ESTABLISHED

INDIANAPOLIS—On behalf of an anonymous donor, Fifth Third Bank announced today the Molly Dattilo Reward Fund, offering a reward of up to \$100,000 for information leading to the discovery of Molly Dattilo and the arrest and conviction of persons involved in Molly's disappearance.

Molly disappeared on the evening of July 6, 2004 while returning to Westlake Apartments, in Indianapolis, Indiana. She is 23 years old, five feet tall and weighs about 100 pounds. She has brown hair, green eyes and a dime-sized birthmark on her right arm. The tip of her left thumb or thumbnail is distinctly deformed. See www.DattiloFamily.ORG for more information about Molly's identifying characteristics.

Anyone who may have information on the disappearance of Molly or questions regarding the reward fund are encouraged to contact the Marion County Sheriff's Department at 317-231-8702 or the 24-hour Missing Persons tip line at 910-232-1687. For interviews, please contact Kendra Skidmore, 801-774-5603 or e-mail lookformolly@adelphia.net.

CORPORATE PROFILE

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$94.5 billion in assets, operates 17 affiliates with 1,090 full-service Banking Centers, including 128 Bank Mart® locations open seven days a week inside select grocery stores and 1,983 Jeanie® ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia and Pennsylvania. The financial strength of Fifth Third's Ohio and Michigan banks continues to be recognized by rating agencies with deposit ratings of AA- and Aa1 from Standard & Poor's and Moody's, respectively. Additionally, Fifth Third Bancorp continues to maintain among the highest short-term ratings available at A-1 and Prime-1 and is recognized by Moody's with one of the highest senior debt ratings for any U.S. bank holding company of Aa2. Fifth Third operates four main businesses: Retail, Commercial, Investment Advisors and Fifth Third Processing Solutions. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded through the NASDAQ® National Market System under the symbol "FITB." Member FDIC.

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