



NEWS RELEASE

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 Contact: **Jason Camp**, Tournament Director, Octagon
 239.593.3900 ext. 225 or jason.camp@octagon.com
Mark Francois, Marketing and Communications Director, Octagon
 919.531.0338 or mark.francois@octagon.com

FIFTH THIRD BANK CUSTOMERS GIVEN FREE ACCESS TO FINAL ROUND OF THE ACE GROUP CLASSIC

Naples, FL – Fifth Third Bank customers will want to mark their calendars for Sunday, February 14. That date is the final round of the 2010 ACE Group Classic and it is also “Fifth Third Bank Sunday.”

All Fifth Third Bank ATM or credit card holders will receive free admission to the final round on Sunday, February 14 by presenting their card at the main gate. Tickets are regularly \$25 at the gate. The ACE Group Classic will take place at The Quarry, February 8 – 14.

“For the last six years, Fifth Third Bank has proudly supported The ACE Group Classic,” said David Call, President and CEO of Fifth Third Bank (South Florida). “We recognize the economic lift this event gives our local economy. We appreciate our valued customers, and we hope they will join us on Fifth Third Bank Sunday for a great day of golf.”

“We are very thankful for Fifth Third Bank and their continued support of The ACE Group Classic,” said Tournament Director Jason Camp. “Their sponsorship of Fifth Third Bank Sunday will allow their customers the opportunity to experience the final day of the tournament for free by showing their cards at the admissions gate. Considering the dramatic finishes we’ve had the past the past six years, we expect it to be an exciting day for everyone involved.”

Last year, Loren Roberts made birdies on three of the final four holes on Sunday, including the 18th, to win by one stroke. In 2004 and 2008, the tournament ended in a sudden death playoff. In 2005 and 2007, the champions made birdies on the final holes to secure their wins, and in 2006 Roberts won his other Naples title by one stroke after a final round battle versus two-time champion Hale Irwin.

The ACE Group Classic will once again feature one of the top fields on the Champions Tour. There are currently 35 past PGA TOUR and Champions Tour major champions committed, totaling 94 major championships.

Tickets to The ACE Group Classic can be purchased at www.acegroupclassic.com or (239) 593-3900.

About Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$113 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,358 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 49% interest in Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2009, has





\$187 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 The ACE Group of Companies

The ACE Group of Companies is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited, the ACE Group of Companies conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries. Additional information can be found at: www.ancelimited.com.

About Octagon Golf & Outdoors

Octagon Golf & Outdoors is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Golf & Outdoors focuses on premium event/property management, developing key player relationships and providing strategic corporate solutions. The division currently manages two Champions Tour events, three LPGA Tour events, one Nationwide Tour event and the Toyota Texas Bass Classic. For more information visit www.octagongolf.com.

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with 16 World Golf Hall of Fame members actively competing in its events and numerous other major championship winners among its members. The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will conduct 26 official Charles Schwab Cup events in 2010 offering \$51.5 million in official prize money, with the average tournament purse of \$1.98 million. The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for its members, to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. The web site address is www.PGATOUR.com.

About Pulte Homes

Pulte Homes, Inc., based in Bloomfield Hills, Mich., is America's largest home building company with operations in 29 states and the District of Columbia. The Company has an unmatched capacity to meet the needs of all buyer segments through its brand portfolio that includes Pulte Homes, Centex and Del Webb, as well as its regional brands of DiVosta Homes (Florida) and Fox & Jacobs (Texas). Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and superior service. Websites: www.pulteinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com; www.foxandjacobs.com.

