



FIFTH THIRD BANK OFFERS FREE ADMISSION TO FINAL ROUND OF THE ACE GROUP CLASSIC

NAPLES, FL. (FEB. 9, 2012) – The ACE Group Classic tournament officials recently announced that Fifth Third Bank will continue its partnership with the tournament as the official sponsor of the final round on Sunday, Feb. 19. During “Fifth Third Bank Sunday,” all Fifth Third Bank ATM or credit card holders will receive free admission on Sunday by presenting their card at the main gate. The ACE Group Classic takes place Feb. 13-19 at The TwinEagles Club.

“Through our partnership with The ACE Group Classic, we were able to develop Fifth Third Sundays,” said David Call, president and CEO of Fifth Third Bank (South Florida). “We are excited to share this event with our employees and customers, and encourage them to attend.”

Fifth Third Bank is also continuing its sponsorship of The ACE Group Classic volunteer program by providing hats and lanyards to over 700 volunteers, hosting volunteer meetings and sponsoring the volunteer headquarters tent. Tournament volunteers will also have the opportunity to participate in Fifth Third’s “Membership Advantage” program.

“Fifth Third Bank is proud to be the official volunteer sponsor for the 2012 ACE Group Classic,” Call said. “Without the volunteers, the event wouldn’t be possible, and Fifth Third Bank is proud of be able to give the community such support.”

“Fifth Third’s commitment to the community and strong support of local charities fits perfectly with the mission of The ACE Group Classic, and we are happy to welcome them back yet again,” said Tournament Director Lesley Baker.

Tickets are available online at www.acegroupclassic.com, by phone at (239) 593-3900 or in the Naples PGA TOUR Superstore. Children 17 and under are admitted free all week with a ticketed adult. Admission is free for everyone February 13 and 14.

SHARE: Fifth Third Bank offers free admission to the final round of the @ACEGroupClassic! Details here: <http://bit.ly/y6Kd06>

RESOURCES:

PHOTOS- <https://www.facebook.com/media/albums/?id=168458636722>

[Facebook.com/ACEGroupClassic](https://www.facebook.com/ACEGroupClassic)

[Twitter @ACEGroupClassic](https://twitter.com/ACEGroupClassic)



**CONTACT:**

Lesley Baker, The ACE Group Classic Tournament Director

(239) 300-2231 or lesley.baker@octagon.com

Adam Harris, Marketing & Communications Director

(919) 531-0500 or adam.harris@octagon.com

Mallory Beck, Marketing & Communications Coordinator

(919) 531-0400 or mallory.beck@octagon.com

About the ACE Group

Celebrating 25 years of insuring progress, the ACE Group is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited, (NYSE: ACE) a component of the S&P 500 stock index, the ACE Group conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries. Additional information can be found at:

www.acegroup.com.

About Fifth Third Bank

Fifth Third Bancorp (South Florida) is a subsidiary of Fifth Third Bancorp, a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$117 billion in assets and operates 15 affiliates with 1,316 full-service Banking Centers, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,425 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 percent interest in Vantiv, LLC, formerly Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2011, had \$282 billion in assets under care, of which it managed \$24 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." Fifth Third Bank, Member FDIC.

About The TwinEagles Club

TwinEagles is conveniently located just 6 miles east of I-75 off Immokalee Road in Naples. Additional information on this premier community and club can be found at: www.twineagles.com.

About Octagon Global Events

Octagon Global Events is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Global Events focuses on premium event/property management and providing strategic corporate solutions. The division currently manages two Champions Tour events, three LPGA Tour events, and the Toyota Texas Bass Classic. For more information, visit www.octagonglobalevents.com.

About The Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with many of its 30 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a 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. Points earned in official Charles Schwab Cup events in 2012 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2011, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated more than \$118 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.7 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is www.pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL. Follow us at Facebook.com/ChampionsTour and on Twitter @ChampionsTour.

####



THE ACE GROUP



CLASSIC

