

FIFTH THIRD BANCORP
Form FWP
February 25, 2014

Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No. 333-187546

February 25 2014 07:58:50
From DEUTSCHE NEW YORK SYNDICATE (DEUTSCHE BANK SECURI)
Subject **New Issue Announcement: FITB **
Attached No Attachments

ISSUER:	Fifth Third Bancorp [FITB]
EXPECTED SECURITY RATINGS:	Baa1/BBB+/A (stable all)
SECURITY DESCRIPTION:	Senior Holdco Notes
FORMAT:	SEC Registered
TOTAL SIZE:	\$500 million Will Not Grow
MATURITY:	5yr Senior (3/1/2019)
PAYMENT DATES:	Semi-Annual on the 1 st of March and September Commencing September 1, 2014
PRICE GUIDANCE	TBD
BOOKRUNNERS:	DB/JPM/FITB
CO-MANAGERS:	None
OPTIONAL REDEMPTION:	1mo Par Call
MINIMUM DENOMS:	\$2,000 x \$1,000
USE OF PROCEEDS:	The company intends to use the net proceeds of the offering for general corporate purposes
SETTLEMENT:	T+3 (2/28/14)
TIMING:	Today s Business

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling toll-free 1(800) 503-4611.

ANY DISCLAIMERS OR OTHER NOTICES THAT MAY APPEAR BELOW ARE NOT APPLICABLE TO THIS COMMUNICATION AND SHOULD BE DISREGARDED. SUCH DISCLAIMERS OR OTHER NOTICES WERE AUTOMATICALLY GENERATED AS A RESULT OF THIS COMMUNICATION BEING SENT VIA BLOOMBERG OR ANOTHER EMAIL SYSTEM.