



Western Union Signs Fifth Third Bank

Offering to Better Serve Money-Transfer Needs of Banked and Walk-in Consumers at Over 1,300 Branch Locations

ENGLEWOOD, Colo. & CINCINNATI, Jul 20, 2009 (BUSINESS WIRE) -- The Western Union Company (NYSE: WU), a global leader in money-transfer services, and Fifth Third Bank announced today an agreement to offer the Western Union^(R) global money-transfer service at Fifth Third's more than 1,300 banking center locations in 12 states.

The Western Union global money-transfer service, a new service offering for Fifth Third accountholders and walk-in consumers, will be available in the next several months.

"Our decision to join Western Union's unparalleled global network supports our ongoing strategy to expand beyond traditional banking services offered at our branches, and add to our other non-traditional offerings such as pre-paid cards and the Identity Alert product," said Mark Erhardt, senior vice president of Retail products, Fifth Third Bank. "We are pleased to provide this convenience and additional money-transfer option to our customers and the community."

The signing of Fifth Third Bank is part of Western Union's North America "go-to-market" strategy to enter into new classes of trade. As Western Union continues to expand its service offerings in an effort to strongly position money transfers to consumers, it seeks to tap into banking channels including: Cash-to-Cash, Account to Cash, and Account-to-Account.

Stewart A. Stockdale, executive vice president and president, The Americas, Western Union, added, "Whether it's cash, account, or card-based, our expanding global money-movement network provides consumers more ways to move money quickly to more places worldwide than any other business.

"Western Union understands the retail banking industry and works with some of the world's leading financial institutions; we look forward to welcoming Fifth Third to our network."

About Western Union

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta and Pago Facil branded payment services, Western Union provides consumers with fast, reliable and convenient ways to send and receive money around the world, as well as send payments and purchase money orders. Western Union, Vigo and Orlandi Valuta operate through a combined network of more than 379,000 Agent locations in 200 countries and territories. Famous for its pioneering telegraph services, the original Western Union dates back to 1851. For more information, visit www.westernunion.com.

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 1,318 full-service Banking Centers, including 99 Bank Mart(R) locations open seven days a week inside select grocery stores and 2,354 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 March 31, 2009, had \$166 billion in assets under care, of which it managed \$23 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(R) National Global Select Market under the symbol "FITB."

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SOURCE: Western Union

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