



URBAN LENDING SOLUTIONS TO PROVIDE APPRAISAL MANAGEMENT SERVICES FOR FIFTH THIRD BANK

Boosting Diversity Awareness, Supplier
Strategy, and Customer Relationships
with Market-leading Solutions



Chuck Sanders
Founder and CEO
Urban Lending Solutions

Urban Lending Solutions (ULS), a leading national provider of outsourced financial services, today announced that Fifth Third Bank has engaged in a supplier partner relationship with Urban Lending Solutions Appraisals (ULSA), a subsidiary of ULS. The bank signed an agreement for appraisal management services to support enhanced services for its customers.

"Fifth Third Bank's dedication to its communities and aim to improve its customers' lives is aligned with ULS' values and commitment to serving communities across the country, providing excellent service, and quality products to our clients and its customers. We look forward to helping Fifth Third reach its goal of providing best-in-class service to its customers," said ULS founder and CEO Chuck Sanders.

ULS offers an array of outsource solutions to lenders to manage through the cyclical changes within the multi-trillion dollar mortgage and equity lending market. Our in-depth knowledge of the lending industry provides us with the ability to work hand and hand with our lender partners providing customer-focused services, with stringent quality assurance tools and procedures to ensure the integrity of our offerings.

"ULSA is the right company to help Fifth Third reach our goals and provide customers with the quality of service that they expect," said Stephanie Smith, V.P. and Director of Supplier Diversity and Inclusion.

ULS, a Corporate Plus Member® of the NMSDC, has spent more than 21 million with diverse suppliers and takes great pride in being listed as No. 23 in Black Enterprise Magazine's Top 100 list, as one of the fastest-growing, minority-owned companies in America. As ULS grows and becomes more profitable, it will continue to be committed to increasing spending with diverse suppliers annually. As other minority-owned businesses become profitable, they too are able to employ more people in the communities where they live and work, which will contribute to building these strong affiliations that expand Fifth Third Bank's business.

About Urban Lending Solutions

Urban Settlement Services, LLC (d/b/a Urban Lending Solutions) ("ULS"), founded by Charles Sanders in 2002, and its subsidiaries provide a wide variety of outsourced services to its clients including mortgage fulfillment services, home retention solutions, appraisals and valuation services, title and settlement services, and document fulfillment. Chuck Sanders, the founder and CEO of ULS, was the winner of Ernst & Young's Entrepreneur of the Year award in 2012 and has also been named as one of the Top 10 black entrepreneurs by Inc. magazine. ULS is the nation's largest minority-owned mortgage solutions business, as designated by the National Minority Supplier Development Council (NMSDC). Based in Pittsburgh, PA, with additional offices in Broomfield and Highlands Ranch, CO, Troy, MI, and Westlake Village, CA, ULS creates long-term partnerships by thoroughly understanding its clients' needs and responding quickly with effective, efficient, and intelligent solutions. Learn more about ULS at www.urban-ls.com.

About Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$144 billion in assets and operates 1,191 full-service Banking Centers, including 94 Bank Mart® locations, most open seven days a week, inside select grocery stores and 2,541 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Wealth and Asset Management. Fifth Third also has an 18.3% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of June 30, 2016, had \$305 billion in assets under care, of which it managed \$26 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® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. ♦

For more information, contact Darlene Burnham at 860.478.2628 or visit www.urban-ls.com.