

Fifth Third Bank Selects Clairmail as Mobile Banking Provider

Industry Leading Mobile Banking Solution Will Enable Customers to Access Accounts Anywhere at Any Time



SAN RAFAEL, Calif., February 24, 2011 — Clairmail, Inc., the leader in mobile banking and payment solutions, today announced that Fifth Third Bank has selected Clairmail to power its new mobile banking technology and services. With the new support from Clairmail, Fifth Third Bank customers will enhance their mobile banking experience with better access to their accounts, bill paying capabilities and real time personalized text alerts, thereby gaining greater control over their accounts and overall finances. Using Clairmail's robust and scalable mobile platform, Fifth Third also has the flexibility to connect to multiple financial systems and future-proof their mobile powered offerings.

"At Fifth Third we are committed to providing our customers with the most efficient and secure solutions to satisfy all banking needs," said Larry McClanahan, vice president & director of digital delivery, Fifth Third Bank. "Due to increased customer demand in this rapidly growing market, we realized the need to adopt a comprehensive mobile solution. After extensive vendor evaluation, we chose Clairmail's mobile platform to strategically grow our mobile initiative. Now our customers will have extended bank access through a service that goes everywhere and anywhere they are."

The Clairmail mobile banking solution will allow Fifth Third to provide its customers with greater control over their personal finances through mobile web, SMS and a client application on virtually any mobile device, including the iPhone. The platform will allow customers to perform various activities including checking account balances, performing account transfers and viewing transaction history. They will also have the ability to sign up for personalized alerts over SMS, while defining preferences for alert triggers (low-balance thresholds or event occurrences that activate alerts) and frequency.

"Fifth Third is dedicated to providing the highest quality financial products and services to its customers and realized the necessity to utilize Clairmail's mobile banking and payments platform to provide an effective, convenient vehicle that satisfies customer demand," said Pete Daffern Clairmail CEO. "Fifth Third's commitment to an extensible mobile banking rollout demonstrates their forward-looking commitment to improving customer acquisition and retention, reduce costs and drive new revenue opportunities through the mobile channel."

About Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets and operates 15 affiliates with 1,312 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,445 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, 2010, had \$266 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." Member FDIC. Equal Housing Lender.

About Clairmail

Clairmail is the leading provider of mobile solutions for banking, payment and card services. Clairmail provides a technology platform designed to help financial institutions realize the strategic potential of mobile banking, driving new levels of customer trust and loyalty, facilitating cross-sell opportunities and enabling near term, measurable cost savings. Financial institutions of all sizes now have an opportunity to reach 100% of their customer base and proactively deliver personalized content through multi-level alerting and triple-play convergence capabilities via a central customer interface. Clairmail's platform also offers multi-channel enrollment options to maximize mobile adoption and ROI, regardless of mobile device, carrier or back-end financial system. Founded in 2004, Clairmail is headquartered in San Rafael, Calif. For more information call (415) 884-7270 or www.clairmail.com.

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