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RECORD CROWD EXPECTED FOR 28TH ANNUAL FIFTH THIRD TURKEY TROT, THE KICK-OFF TO AMERICA'S THANKSGIVING PARADE®

Registration Now Open for Michigan's Largest 10K, the 8th Annual Mashed Potato Mile and 5th Annual S3 Stuffing Strut

DETROIT (18 October 2010) – The Parade Company is proud to announce open registration for the 28th Annual Fifth Third Turkey Trot, Michigan's largest 10K run, the 8th Annual Mashed Potato Mile and 5th Annual S3 Stuffing Strut (5K). After setting a record of nearly 15,000 runners/walkers in 2009 for the combined events, The Parade Company anticipates even more participants than last year, which could potentially make it the largest Thanksgiving Day race in the country. The race kicks off the festivities on Woodward Avenue prior to America's Thanksgiving Parade® on Thursday, November 25 at 7:30 a.m.

“After eight years of involvement and support, we're thrilled to see this outstanding community tradition continue to grow so dramatically year after year,” said Jack Riley, Senior Vice President of Marketing, Fifth Third Bank. “The Turkey Trot brings together competitive runners, novices and just fun-loving people who want to play a special part in the celebration of America's Thanksgiving Parade®.”

Exciting new elements for this year's race include:

- A three wave start, “Fast, Fit & Fun,” will help runners and walkers have smoother start to each race
- Runners' bib numbers will now include a timing device, which eliminates the need for a timing chip in a shoe
- Last year's technical fabric running shirts, a big hit, are upgrading to a mock turtle neck and new colors
- Registration and packet pick up will be available at nine satellite locations from November 6 – 20, including new locations in Brighton and Flint. A full list can be found at www.theparade.org
- The Marriott at the Renaissance Center will offer hotel discounts and more entertainment is expected at the pre-race pasta dinner in the 42 Degrees restaurant
- The 5K and 10K courses have been improved. Maps are available at www.theparade.org
- Blue Cross Blue Shield will have the Turkey Trot's first-ever “Running Float”
- Detroit's Canine to Five will have doggy water stops and great prizes for the costume contest
- Powerade is creating a Facebook widget that runners can sign into to announce their finish times

“The Fifth Third Turkey Trot has truly become ‘the Parade before the Parade,’ with even more runners in costume, the first ever running float, giant inflatables and more,” said Tony Michaels, President and CEO, The Parade Company. “It's the perfect way for whole neighborhoods, entire families, college kids home for the holidays and friends to get together and have fun before they celebrate the city's most cherished annual event, America's Thanksgiving Parade®.”

The runners who dress-up and participate in the Turkey Trot will be judged by local celebrity personalities on the creativity of their costumes. To rent a costume from The Parade Company, call 313.432.7835. Judging will take place before the race at 7 a.m. at One Woodward Avenue across from the Spirit of Detroit. Prizes will be awarded to the runners with the most creative costumes.

Entries received before November 21st are \$20 each for the Mashed Potato Mile and \$35 each for the Turkey Trot and Stuffing Strut. Entries received November 22nd through race day remain \$20 each for the Mashed Potato Mile, but increase to \$40 each for Turkey Trot and Stuffing Strut. Registrations are accepted on race day at Cobo Center. Participants can register online at www.theparade.org or by calling the Turkey Trot Hotline at 313.247.4149.

About Fifth Third Bank

Fifth Third Bank, Eastern Michigan, is based in Southfield, Michigan and led by President David F. Girodat. Fifth Third Bank is metropolitan Detroit's sixth largest bank and has \$6.37 billion in assets, \$4.6 billion in deposits, \$1.2 billion in custody assets and actively manages \$611 million for its personal, corporate, and not-for-profit clients. Fifth Third Bank serves customers in eight southeastern Michigan counties: Wayne, Oakland, Macomb, St. Clair, Shiawassee, Livingston, Genesee and Washtenaw. Fifth Third Bank currently operates 89 banking centers, and more than 120 ATMs throughout eastern Michigan. The Fifth Third name has stood for high performance and great service for almost 100 years. Fifth Third's roots go back to 1858, when the Bank of the Ohio Valley was formed in Cincinnati. That bank became the Third National Bank in 1871 and merged with the Fifth National Bank in 1908 creating the Fifth Third name.

About The Parade Company

Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors is comprised of key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 84 years of Parade tradition in Detroit. The mission is to fund, create and execute the best family events in metro Detroit. The Parade Company staff, the board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit each year including the Target Fireworks, Fifth Third Turkey Trot and America's Thanksgiving Parade®.

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