

Huntington Bank Continues Most Popular Ad Campaign in Its History with TV and Radio Commercials

Ads bring back duo of actors that challenge “banking as usual”

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington brings back the Hall of Banking in a new series of brand advertising now on television and radio stations in its markets. Building on the tremendous success from last year’s campaign, the new ads continue to challenge “banking as usual” by showing how Huntington is different than other banks.

The ads once again feature a Huntington Banker teaching a traditional banker the better way to serve customers. In a survey of consumers by the global research firm, TNS, last year’s ads with the same actors generated greater positive feelings, or favorability, than ads from Huntington’s competitors within their markets.

“The ads illustrate how we listen to our customers,” said Mary Navarro, director of retail and business banking. “Customers said they needed more time to make deposits, and so we made changes. If our customers make a deposit by midnight at one of our ATMs or through our Mobile App, it gets credited that same business day. We call it All Day DepositSM. We’re the only bank we know of that offers this up to midnight cut-off for ATM and Mobile. Other banks have arbitrary cut-off times prior to the day’s end.”

The All Day DepositSM ad illustrates the frustration of rushing to make a deposit with a customer in a hamster wheel trying to get to the bank on time. “It is funny because we have all felt that way at times. That’s why we rolled out All Day DepositSM, so customers have more time to make a deposit,” added Navarro.

Huntington estimates that more than one million of their consumer customers and 100,000 business customers have benefited from the service since it was introduced in July 2014—with all deposits, customers need to consult their Funds Availability Policy, because the deposits may not be immediately available.

Other innovative products and services in the ads include:

- **Free Transfers.** Huntington does not charge customers to have their own funds moved from their savings account¹ to cover an overdraft. Most other banks charge their customers between \$8 and \$12 to transfer the funds.
- **Small Business Lending.** Huntington is committed to small business and made more SBA loans than any other bank in the country in 2014².

In July, Huntington will be launching an additional spot featuring its VoiceTM Credit Card.

The Voice™ Credit Card lets customers choose their own triple rewards spending category rather than force them into a category they might not want.³

The commercials can be viewed at www.youtube.com/user/HuntingtonBank

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 90 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviors and attitudes across every cultural, economic and political region of the world.

Please visit www.tnsglobal.com for more information.

About Huntington

Huntington Bancshares Incorporated (NASDAQ: HBAN) is a \$68 billion asset regional bank holding company headquartered in Columbus, Ohio, with a network of more than 700 branches and almost 1,500 ATMs across six Midwestern states. Founded in 1866, The Huntington National Bank and its affiliates provide consumer, small business, commercial, treasury management, wealth management, brokerage, trust, and insurance services. Huntington also provides auto dealer, equipment finance, national settlement and capital market services that extend beyond its core states. Visit huntington.com for more information.

Member FDIC. The logo mark and Huntington® and Voice Credit Card® are federally registered service marks of Huntington Bancshares

¹ Regulations limit the number of transfers from a savings account per statement cycle.

² Huntington was the #1 SBA 7(a) lender in the nation in the number of loans as of September 30, 2014. U.S. Small Business Administration fiscal year-end.

³ The Voice Credit Card gives you the choice between rewards, up to \$2000 per quarter, or a lower purchase APR. Earn 1X rewards on all purchases.

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