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Huntington Bank Launches New Branding and Marketing Campaign

Integrated Campaign Uses Letter H in Company's Logo to Highlight Its Customer- Driven Values and Service

COLUMBUS, Ohio, Oct. 9 /PRNewswire/ -- H is for hometown. H is for honesty. H is for heart. These are the phrases customers will see and hear beginning this week as Huntington Bank launches a branding campaign based on the company's longtime logo, an embellished design of the letter H. The letter will be used to spell out Huntington's values, which when taken together paint a picture of Huntington's longstanding promise of personalized customer service and an unwavering commitment to customers.

"Banking is all about you -- the customer," said Chief Marketing Officer Kim Ravenda. "The customer is at the heart of everything we do. At Huntington we believe that banking is a people business and a local business. We have chosen a series of words that begin with the letter H, which call to mind many of the values our customers are seeking in a banking relationship. These values have been woven into the fabric of Huntington's 141-year history."

The integrated campaign will include print and television ads as well as billboards across all of Huntington's 13 markets. The commercials and print ads will also feature more than 100 Huntington associates (employees) from all markets. The commercials and print ads are customized by market so that each one features local associates.

"Who better to tell the story of Huntington's commitment to customers than our own associates?" asked Ravenda. "The featured Huntington associates are local people who understand the needs, desires and dreams of their customers. They measure their success by the success of their customers. And through these commercials, they are endorsing banking with Huntington. "

One of the commercials airing, "H Is For Heart," will open with a driver stopping to help a cyclist whose bike has broken down, then moves to scenes of farmers working together to change a tire and a man offering an umbrella to a woman standing in the rain. An announcer says: "H is for heart. It's a sense of caring. It's both desire and passion. And at Huntington, it's what drives us to do the best job possible for you, to care about what means most to you ... you see, we've found that a little heart goes a long way."

Each commercial ends with a Huntington hometown associate saying that the bank's values are why they are happy to be part of the team.

About Huntington

Huntington Bancshares Incorporated is a \$54 billion regional bank holding company

headquartered in Columbus, Ohio. Through its affiliated companies, Huntington has more than 141 years of serving the financial needs of its customers. Huntington provides innovative retail and commercial financial products and services through over 600 regional banking offices in Indiana, Kentucky, Michigan, Ohio, Pennsylvania, and West Virginia. Huntington also offers retail and commercial financial services online at huntington.com; through its technologically advanced, 24-hour telephone bank; and through its network of almost 1,400 ATMs. Selected financial service activities are also conducted in other states including: Dealer Sales offices in Arizona, Florida, Georgia, Nevada, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, and Tennessee; Private Financial and Capital Markets Group offices in Florida; and Mortgage Banking offices in Maryland and New Jersey. Sky Insurance offers retail and commercial insurance agency services, through offices in Ohio, Pennsylvania, Michigan, Indiana, and West Virginia. International banking services are made available through the headquarters office in Columbus, a limited purpose office located in the Cayman Islands, and another located in Hong Kong. The company is located on the web at www.huntington.com.

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