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Unified Fund Services Becomes 'Huntington Asset Services'

COLUMBUS, Ohio, July 28 /PRNewswire-FirstCall/ -- Unified Fund Services, a leading provider of fund administration and accounting, distribution, and transfer agency services, will adopt the new name "Huntington Asset Services" on August 1, 2010. Unified Fund Services is a wholly owned subsidiary of Huntington Bancshares Incorporated (Nasdaq: HBAN; www.huntington.com).

"Unified has been part of Huntington since 2006 and it makes perfect sense to align the name and brand with that of the parent and partner that provides integrated custody services," said Daniel B. Benhase, senior executive vice president of Huntington Bank.

"This is more than changing the name on the door," added Brian L. Blomquist, president of the newly renamed Huntington Asset Services and director of Huntington Institutional Custody. "I believe the name change demonstrates our commitment to invest in and dramatically grow our business."

Blomquist explained that through the company's strategic planning process, Huntington Asset Services will expand its services for registered investment advisors, enhance service for collective investment trusts, and provide administration of municipal pooled funds.

Unified Fund Services, Inc. and Unified Financial Securities, Inc. are wholly owned subsidiaries of Huntington Bancshares Incorporated, a \$52 billion regional bank holding company headquartered in Columbus, Ohio. Unified Financial Securities, Inc., which provides statutory underwriting and distribution services to its mutual fund clients, will retain its current name.

On August 1, the company's website, www.ufsonline.com, will change to www.HuntingtonAssetServices.com.

About Huntington Asset Services

Based in Indianapolis, Huntington Asset Services has been providing mutual fund service solutions for more than 40 years. Huntington's fully integrated services include fund administration, accounting, transfer agency, compliance, distribution and custody for clients with combined assets of more than \$40 billion. Huntington's comprehensive solutions support both standalone and series trust structures. Huntington Asset Services, Inc. and Unified Financial Securities, Inc. are wholly owned subsidiaries of Huntington Bancshares Incorporated (Nasdaq: HBAN), a \$52 billion regional bank holding company headquartered in Columbus, Ohio. More information is available at www.ufsonline.com.

About Huntington

Huntington Bancshares Incorporated is a \$52 billion regional bank holding company

headquartered in Columbus, Ohio. Through its affiliated companies, Huntington has been providing a full range of financial services including checking, loans, savings, insurance and investment services to customers for 144 years. Huntington has more than 600 banking offices. Huntington also offers retail and commercial financial services online at huntington.com; through its telephone bank; and through its network of over 1,300 ATMs.

Huntington® is a federally registered service mark of Huntington Bancshares Incorporated.

SOURCE Huntington Bancshares Incorporated