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Huntington Bank Named One of Nation's Best Business and Commercial Banks

Huntington recognized for customer satisfaction and treasury management excellence

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington Bank has won eight awards of excellence for small-business and commercial middle-market banking from the financial services research firm Greenwich Associates. This is the second year in a row customers have recognized Huntington as a top bank nationally and regionally through Greenwich Associates.

This year's awards praise Huntington's continued commitment to overall customer satisfaction and the delivery of superior treasury management capabilities that help champion business success across the Midwest.

"We're grateful to our customers for recognizing Huntington in the Greenwich survey," said Huntington Chairman, President and CEO Steve Steinour. "As we continue through the economic recovery, we're committed to helping their businesses grow and thrive. Small and middle-market businesses are a critical part of all of our communities. Together they create the most new jobs and make our economy strong."

Specifically, Huntington received national awards of excellence in small-business banking for distinctive quality in "Personal Banking Satisfaction," "Treasury Management Overall Satisfaction" and "Likelihood to Recommend." In the commercial middle-market space Huntington received national awards of excellence for distinctive quality in "Online Services," "Treasury Management Customer Service" and "Treasury Management Accuracy of Operations."

Regionally, Huntington stood out from its Midwest peers with awards of excellence in small-business banking for distinctive quality in "Overall Satisfaction" and "Treasury Management Overall Satisfaction."

Only 34 middle market and 43 small business of more than 750 banks evaluated in the Greenwich Associates study received national and regional recognition. Greenwich Associates determined the results based on interviews with nearly 14,000 businesses with sales of \$10 million to \$500 million and more than 17,000 businesses with sales of \$1 million to \$10 million across the country.

Greenwich Excellence Awards Methodology

Greenwich Excellence Award winners were determined at a national level and in four geographic regions: Midwest, Northeast, South, and West.

To qualify for consideration for the national awards, each winning bank had to have a minimum of 50 clients that responded to the study. To qualify for regional awards, each winning bank had to have a minimum of 30 clients responding in the region. To qualify for

mid-corporate national awards, banks had to have a minimum of 30 clients responding to the study.

Greenwich Excellence Award selection is based on top box ratings on Greenwich Associates five-point evaluation scale. The banks selected must receive a statistically significant proportion of “Excellent” ratings relative to the overall mean (at a 95 percent confidence level).

Greenwich Associates

Established in 1972, Greenwich Associates provides unique high-quality market data and strategic consulting that helps the world’s leading investment banks, commercial banks and asset managers, make smarter business decisions.

About Huntington

Huntington Bancshares Incorporated (NASDAQ: HBAN; www.huntington.com) is a \$59 billion regional bank holding company headquartered in Columbus, Ohio. The Huntington National Bank, founded in 1866, and its affiliates provide full-service commercial, small business, and consumer banking services; mortgage banking services; treasury management and foreign exchange services; equipment leasing; wealth and investment management services; trust services; brokerage services; customized insurance brokerage and service programs; and other financial products and services. The principal markets for these services are Huntington’s six-state retail banking franchise: Ohio, Michigan, Pennsylvania, Indiana, West Virginia, and Kentucky. The primary distribution channels include a banking network of more than 700 traditional branches and convenience branches located in grocery stores and retirement centers, and through an array of alternative distribution channels including internet and mobile banking, telephone banking, and more than 1,500 ATMs. Through automotive dealership relationships within its six-state retail banking franchise area and selected other Midwest and New England states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

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