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# Huntington's Web Site Ranks in Keynote's Top 10 for the Tenth Consecutive Quarter

COLUMBUS, Ohio, Dec. 21 /PRNewswire-FirstCall/ -- Huntington Bank's Web site, [huntington.com](http://huntington.com), has been rated 8th in the nation by the Keynote Financial Services Scorecard for Q4 2007. Huntington's performance has remained in the top 10 for the last 10 quarters.

"Huntington recognizes the importance of a positive and consistent online banking experience to our customers," said Timothy Scholten, senior vice president of Huntington. "As one of the first online banking service providers, we are able to maintain our online leadership position by continually implementing Web site enhancements to functionality that make banking with Huntington easier."

In rating Huntington's site, Keynote underscored the fact that Huntington had its strongest showing in the categories of "Ease of Use" and the "Get Service" task.

Recent enhancements include recurring transfers, transfer history, installment loan history and skip a payment functionality, display of CD maturity dates and 16 month availability of check images.

Specifically, Huntington was noted for:

#### Functionality

- \* Customers can fund new deposit account with an ACH transfer from an external FI.
- \* The site provides an impressive 24 months of transaction history, 18 months of bill payment history and 12 months of check images.
- \* An email alert is sent to notify a customer of an approaching CD maturity date or when a series of recurring payments is due to expire.
- \* The site offers spending reports with both bank-assigned and customer-assigned category capabilities, and customers can download the report details.

#### Ease of Use

- \* In the checking account application, directly below the request for an email address, there are opt-out/opt-in options for marketing e-mails.
- \* Within the credit card application, errors are listed at the top of the form and the application indicates the number of errors.
- \* On the add payee confirmation page, fields are located directly on the page to set up a one-time or recurring payment.
- \* When setting up a recurring bill payment or transfer, the customer is given the flexibility to set the duration of the transaction by either number of payments/transfers, end date or indefinite number of transactions.
- \* Customers can click on transactions in the account detail table to edit the category.

#### Privacy & Security

- \* An email alert is sent to the customer when the account holder's physical address is changed online and when suspicious/irregular account

activity occurs.

#### Quality & Availability

\* The site states that messages sent through the secure site will receive a response within one business day.

Keynote, known as The Mobile and Internet Performance Authority(TM), is the global leader in mobile and Internet test and measurement services. Since 1998, the Keynote Banker Scorecard has served as an industry benchmark for site functionality and ease of use. To visit Huntington's top-ranked site, go to [huntington.com](http://huntington.com). To find out more information about the Keynote Scorecards for Financial Services, go to [http://www.keynote.com/keynote\\_competitive\\_research/](http://www.keynote.com/keynote_competitive_research/).

#### 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](http://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](http://www.huntington.com).

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