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# Huntington Bank Named Winner of the 2013 TNS Choice Award for Consumer Banking in Central Region

*Bank recognized for outperforming competitors in acquiring, retaining and developing customers*

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington (NASDAQ: HBAN; [www.huntington.com](http://www.huntington.com)) has been named the winner of the 2013 TNS Choice Award for Consumer Banking in the Central Region. TNS, the largest custom research firm in the world, presented the award to Huntington for outperforming its competitors in acquiring, retaining and developing customers.

Huntington was selected based on an analysis of more than 7,900 consumer interviews conducted in the Central Region in 2012, as part of TNS's Retail Banking Monitor research program, which evaluates the competitive momentum of individual financial services firms.

"At Huntington, our customers are our top priority. They have told us they want banking solutions that matter and easier ways to do business with us, and we have responded with continued investments in service and convenience," said Mary Navarro, Huntington's retail and business banking director. "It is this foundation of service and dedication to caring about our customers, in addition to making banking easy, that has allowed Huntington to differentiate itself from its competitors."

Over the past two years, Huntington has developed 24-Hour Grace<sup>®</sup>, a unique service that provides Huntington consumer checking customers until the next business day to cover overdrafts without any fees. Additionally, the bank has introduced an innovative checking account called Asterisk-Free Checking<sup>®</sup>, developed mobile applications for the iPhone and Android operating systems, strengthened its commitment to small business by lending \$4 billion in the last three years, extended Saturday hours, and opened 107 new branches in Giant Eagle and Meijer grocery stores.

The 20-state Central Region includes: Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas and Wisconsin.

The TNS Retail Banking Monitor research program is developed to identify strong achievement on both the national and regional level. TNS measured customer acquisition, retention, satisfaction, and share of wallet, across a comprehensive set of competing firms, to identify top performers.

"Customers of Huntington are among the most satisfied bank customers in the country. Among consumers in the 20-state Central Region, Huntington is achieving faster organic

growth than any significant competitor,” said James Meyer, executive vice president for TNS. “Huntington is winning new ‘primary bank’ relationships at an exceptional rate, and client loyalty scores are among the best in the industry, which is being rewarded with superior client retention.”

## **About Huntington**

Huntington Bancshares Incorporated is a \$56 billion regional bank holding company headquartered in Columbus, Ohio. The Huntington National Bank, founded in 1866, provides 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 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 1,300 ATMs. Through automotive dealership relationships within its six-state 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.

*The Huntington National Bank, Member FDIC. The logo mark<sup>®</sup>, Huntington<sup>®</sup>, 24-Hour Grace<sup>®</sup> and Asterisk-Free Checking<sup>®</sup> are federally registered service marks of Huntington Bancshares Incorporated. The 24-Hour Grace<sup>®</sup> system and method is patented. U. S. Pat. NO. 8,364,581.*

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