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# **Huntington Bank Ranks Highest for Second Year in a Row in 2014 J.D. Power U.S. Retail Banking Satisfaction Study**

COLUMBUS, Ohio--(BUSINESS WIRE)-- Retail banking customers have again rated Huntington Bank highest in the North Central Region, according to the J.D. Power 2014 U.S. Retail Banking Satisfaction Study<sup>SM</sup>. Huntington maintains the highest spot for the second consecutive year among the largest financial institutions in the region.

Huntington has an overall North Central Region score of 828 on a 1,000-point scale in the 2014 study, up from 814 in 2013. The region average for 2014 was 796 and includes 24 banks, in the region comprised of Michigan, Indiana, Ohio, Kentucky and West Virginia.

J.D. Power's study indicates that Huntington customers are particularly satisfied with product offerings, fees and the bank's innovative brand.

"We are delighted and proud to be ranked highest in our region for the second year in a row by J.D. Power," said Mary Navarro, Huntington's retail and business banking director. "Our customer-driven culture is at the heart of what we do every day, and we do not take for granted the loyalty and support our customers show us. While we are always seeking to improve, we are grateful for the positive recognition our ongoing efforts to promote fair and transparent banking receive."

In an effort to create a welcome culture that focuses on doing the right thing for customers, Huntington has implemented several Fair Play banking initiatives over the past four years that have contributed to industry-leading account acquisition driven by innovative products and services. These include Asterisk-Free Checking®, a checking account with no monthly fee and no minimum balance requirement that comes with 24-Hour Grace®, and Huntington's credit card, Voice™, that comes with Late Fee Grace™ and the ability to choose among 13 triple rewards categories.

Huntington recently announced the removal of overdraft protection transfer fees for both consumer and business checking accounts, another Fair Play step toward driving customer satisfaction. Huntington is also working toward implementing additional updates across all banking channels later this year that will facilitate further minimization of potential overdraft fees. And, Huntington continues to improve banking convenience for customers via Huntington Mobile Banking and ongoing growth within its traditional and in-store branch network.

## **About J.D. Power**

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers

annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](http://JDPower.com). J.D. Power is a business unit of McGraw Hill Financial.

## **About Huntington**

Huntington Bancshares Incorporated (NASDAQ: HBAN and [www.huntington.com](http://www.huntington.com)) is a \$60 billion asset 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 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.

*Member FDIC. The logo mark and Huntington® are federally registered service marks of Huntington Bancshares Incorporated. Asterisk-Free Checking®, and 24-Hour Grace® are federally registered service marks of Huntington Bancshares Incorporated. The 24-Hour Grace® system and method are patented: US Pat. No. 8,364,581.*

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