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Huntington Bank Introduces Virtual Backpack Aimed at Teaching Children Money Management Skills

Financial literacy tool helps elementary through high school students learn money management skills for back-to-school season

COLUMBUS, Ohio, Aug. 19 /PRNewswire-FirstCall/ -- Just in time for students to stock up on supplies as they head back to school, Huntington Bank has introduced an interactive online tool to help students learn the importance of financial literacy, and provide parents and teachers with a fun way to introduce money management skills to their children.

At www.huntingtonforschools.com students drag school supplies electronically into a virtual backpack to see the total cost add up. The online feature is the latest component of the annual Huntington Backpack Index, a reference for smart shopping that can help teach children about budgeting and bargains.

"Huntington recognizes that many young students graduate from high school without basic knowledge of finances," said Mary Navarro, regional banking group president at Huntington. "In fact, through our 2008 Huntington Backpack Index survey, we've learned that many students don't know how to write a check. We want to provide families with the tools they need to teach children about budgeting and saving money. What better way to do that than by providing them with real-life examples through the back-to-school season and the school supplies each student will need."

The 2008 Huntington Backpack Index indicates that parents need to be prepared to spend \$385 for elementary school children, \$551.81 for middle school children and \$911 for high school students. Huntington also found that many schools are requiring more electronic devices such as flash drives as well as more elaborate organization tools such as notebooks and planners.

For more comprehensive shopping and back-to-school saving tips; the complete list of the 2008 Huntington Backpack Index for elementary, middle and high school; and Huntington's "fill the backpack" interactive activity for children, visit www.huntingtonforschools.com.

About Huntington

Huntington Bancshares Incorporated is a \$56 billion regional bank holding company headquartered in Columbus, Ohio. Huntington has more than 142 years of serving the financial needs of its customers. Huntington's banking subsidiary, The Huntington National Bank, 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; 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, Nevada, New Jersey, New York and Tennessee; Private Financial and Capital Markets Group offices in Florida; and Mortgage Banking offices in Maryland and New Jersey. Huntington Insurance offers retail and commercial insurance agency services 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.

SOURCE Huntington Bancshares Incorporated