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Huntington Bank Appoints David Clifton Chief Customer and Marketing Officer

COLUMBUS, Ohio, Jan. 26 /PRNewswire-FirstCall/ -- David Clifton has joined Huntington Bank as executive vice president, chief customer and marketing officer. Clifton will be responsible for managing and directing a major expansion of Huntington's marketing and branding initiatives, targeted to strategies that will grow revenue. He will report to Mary Navarro, senior executive vice president.

Clifton is also responsible for leading a significant investment in customer experience and service programs that ensure Huntington customer satisfaction continues to grow across all bank segments. These initiatives are part of a larger effort to give customers more choice and convenience.

"David has almost 25 years of marketing experience, much of it in banking," said Navarro. "He has the imagination, expertise and track record to successfully lead our marketing initiatives, differentiate our brand and institute changes that continually improve customer experience and service. We are thrilled to welcome David to Huntington. He is another executive who will make a significant impact on the future of Huntington."

Prior to joining Huntington, Clifton directed marketing within several consumer divisions of JP Morgan Chase. Most recently he was chief marketing officer for Chase's consumer lending divisions. Also at Chase he directed retail acquisitions marketing and customer cross-sell programs, brand identity, advertising, branch and ATM design and signage, internet marketing, conversion and rebranding communications for both the Chase and Bank One brands.

Before joining JP Morgan Chase, Clifton was general manager and chief operating officer for Young & Laramore Advertising from 1985 to 1997, where he ran marketing campaigns for Mayflower, Steak 'n Shake, Delco Electronics and NutraSweet. He also helped the agency to win recognition from AdWeek as one of "the hottest" in the Midwest.

"Huntington is committed to making significant investments in its brand, branch experience, people and services that give customers great value and service," said Clifton, "I look forward to leading these efforts and working with Huntington's strong management team."

Clifton earned a master's in business administration, with an emphasis on marketing, at Indiana University. He also completed a bachelor's degree in engineering at Purdue University and an executive education program at the University of Virginia.

About Huntington

Huntington Bancshares Incorporated (Nasdaq: HBAN) is a \$53 billion regional bank holding company headquartered in Columbus, Ohio. Through its affiliated companies, Huntington has been providing a full range of financial services including checking, loans, savings,

insurance and investment services to customers for 143 years. Huntington also offers retail and commercial financial services online at huntington.com; through its technologically advanced, telephone bank; and through its network of nearly 1,400 ATMs.

SOURCE Huntington Bancshares Incorporated