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Huntington Selects David Hawkins as Customer Experience Director

Huntington Invests in Customer Experience Strategy to Build Stronger Relationships

COLUMBUS, Ohio, March 2, 2011 /PRNewswire/ -- David Hawkins has joined Huntington (Nasdaq: HBAN; www.huntington.com) as senior vice president, director of customer experience. With more than 15 years of expertise, Hawkins will lead Huntington's continued efforts to enhance customer experience.

In this new role, Hawkins will drive innovation of Huntington's customer experience through leadership of its branch design efforts, customer feedback and bank-wide service level improvement plans.

"At Huntington, our number one priority is taking care of our customers. With the many ways we touch our customers each day – from online and mobile banking to telephone banking and visits in our branches – it's important to deliver a consistent and distinctive customer experience that aligns with our welcoming brand," said David Clifton, Huntington chief customer and marketing officer. "David Hawkins' extensive background in brand development, coupled with his banking experience, will help us directly connect our brand to the customer."

Prior to joining Huntington, Hawkins led customer experience innovation for Umpqua Bank (Portland, Ore.), where he was responsible for design and implementation of customer experiences at all customer touch points. Hawkins previously was program director at Portland-based Ziba Design, where he developed marketing programs for a wide range of organizations, ranging from start-ups to Fortune 100 companies.

A Portland native, David holds an MBA from the University of Oregon and degree in communications from Portland State University. He and his family now reside in Columbus.

"This is a great opportunity to join a bank that is differentiating itself in many ways, and has a firm commitment to delivering outstanding customer service," said Hawkins. "I look forward to working with Huntington's impressive leadership team to continue to improve the experience of our customers."

About Huntington

Huntington Bancshares Incorporated is a \$54 billion regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, it 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 product 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 over 600 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 over 1,300 ATMs. Through automotive dealership relationships within its six-state banking franchise area and selected New England states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

SOURCE Huntington Bancshares Incorporated