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Huntington Commissions Columbus College of Art & Design Alumna to Portray New "Welcome" Brand in Work of Art

Huntington invests in Columbus community by enlisting local artist and CCAD graduate, Kirsten Bowen, to create new scarf for its colleague career apparel line

COLUMBUS, Ohio--(BUSINESS WIRE)-- Underscoring its continued commitment to the local Columbus community, Huntington (NASDAQ: HBAN; www.huntington.com) recently sought out local artist and CCAD Illustration alumna, Kirsten Bowen (1989), to create a painting reflective of the bank's new Welcome brand positioning.

Mary Navarro, Huntington's Consumer and Business Banking Director, models the Welcome scarf created for Huntington's career apparel, which was inspired by Kirsten Bowen's Welcome artwork. (Photo: Business Wire)

The painting was featured at the seventh annual CCAD fashion show in May and was used to create a scarf as part of Huntington's recently-launched colleague career apparel line, which is now available to all the bank's colleagues.

Elizabeth Heller Allen, chief communications officer at Huntington, became an instant admirer of Bowen's work after viewing her pieces at one of the CCAD biannual art sales. When the idea of an artistic brand component came up, she immediately recommended Bowen to help Huntington transform its new Welcome brand into a work of fine art.

"We wanted to tap into local talent to help Huntington's Welcome brand come alive through our new apparel program," said Allen. "Not only did we have the privilege to work with a local small business owner and the opportunity to showcase a Columbus institution, but we're already receiving great feedback from our colleagues about adding a fun and stylish scarf to our new apparel line."

Bowen, who is known for creating vibrant murals for local businesses and individual buyers, leveraged her remarkable artistic gifts to transform Huntington's new Welcome brand into a visual reality.

"Converting a pattern from a painting into a garment is a challenging yet exciting undertaking," said Bowen. "Having previously worked in textile design, however, this was a great opportunity to channel my past experience. And I am honored to have my artistic expression become a part of Huntington's brand."

"This project is a classic integration of an entrepreneurial alumna connecting with business, which is mutually beneficial for all involved," said Vice President of Institutional Advancement, Stephanie Hightower. "It not only builds the reputation of the college, but also enhances the image of the bank."

Bowen's Welcome painting is currently displayed on the executive floor of the Huntington headquarters building on High Street in Columbus. The scarf featuring Bowen's design is now available to all bank colleagues through their new colleague career apparel line.

For information about Bowen, visit <http://www.kirstenbowen.com/>.

About Huntington

Huntington Bancshares Incorporated is a \$53 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 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.

About CCAD

Columbus College of Art & Design prepares tomorrow's creative leaders for professional careers. With a history of commitment to fundamentals and quality, CCAD advances a distinct, challenging, and inclusive learning culture that supports individual development in art, design, and the humanities.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6781505&lang=en>

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