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Huntington Receives IAI Fashion Award for Branch Apparel

Huntington and Twinhill retail collection selected as a winner by the Image Apparel Institute

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington Bank has been named a winner in this year's Image Apparel Institute's (IAI) Image of the Year Awards for the apparel its branch colleagues wear to reflect Huntington's brand. This award comes in the wake of Huntington's recent recognition of being named one of the nation's best business and commercial banks by financial services research firm Greenwich Associates and being the winner of the 2013 TNS Choice Award for Consumer Banking in the Central Region.

The winning apparel can be seen in a new series of Huntington television commercials that hit the airwaves last month. The ads explore how a Huntington banker and a competitor would each handle specific customer-related challenges, while underscoring Huntington's understanding of customer needs in a humorous way.

"We are honored to be recognized by the Image Apparel Institute for our retail collection," said David Clifton, chief customer and marketing officer at Huntington. "Twinhill has been a steadfast partner in helping us develop apparel that not only takes our brand to the next level, but that generates enthusiasm amongst our colleagues and with our customers. We take pride in our Huntington green vest and congratulate Twinhill on receiving this esteemed award."

Huntington's black, white, and green apparel was first introduced four years ago during the bank's rebranding process. The rebranding also included the refurbishment of its branches and ATMs. Huntington also at that time began offering 24-Hour Grace®, which gives consumer customers additional time during the next business day to cover overdrafts. It is believed to be the only service of its kind in the country and is complementary to Asterisk-Free Checking®, Huntington's industry-leading checking account with no minimum balance requirement and no monthly maintenance fee.

Huntington has been recognized for its apparel collection with Twinhill and tied for the top spot in the category of Retail Establishment/Non Food. This year's winners were selected by an independent panel of judges representing a cross section of the fashion industry's most celebrated designers, journalists and fashion authorities.

The IAI 2014 Image of the Year Awards recognizes the most fashionable, forward thinking and innovative commercial apparel designs. Winners will be honored during the joint North American Association of Uniform Manufacturers & Distributors (NAUMD)/IAI Annual Banquet and Awards Dinner in Las Vegas.

"From colors, logos and tailored fits, businesses are investing in image apparel programs that enhance their brand and the entire customer experience," said Richard Lerman, president and CEO of the IAI. "In fact, a recent Harris Poll revealed that nearly 65 percent of

U.S. adults said that seeing employees in image apparel programs has a positive impact on their perception of a company. This year's winners are a dynamic group of companies that have created a competitive business edge by placing a strong focus on imagewear."

Since 1978, the Image of the Year Awards has honored the image apparel programs and the organizations, manufacturers and distributors that have created them. Winning this award shows that these organizations have mastered the concept of fashion and function using the best image and brand projection planning. Specifically designed to assist in identifying staff professionals, image apparel can also extend a company's brand, increase safety, enhance interior décor and improve employee morale. Winners in each category represent image apparel programs with distinct purposes or functions within their industry.

For more information about Image Apparel Institute or the Image of the Year Awards, please visit www.imageapparel.org or call (516) 393-5838.

About The Image Apparel Institute

The Image Apparel Institute (IAI) is the producer of the Image of the Year Awards Program, the IAI Summit and is responsible for the development of the Image Apparel Institute Education Tracks presented during the NAUMD Convention & Exposition. The group is also responsible for the Best Practices Webinars and publications focused on the needs and issues facing the Image Apparel Business community. Award recipients have been recognized in such notable outlets as the Wall Street Journal, Fox News, MSNBC, CNBC and numerous websites and media outlets.

The Image Apparel Institute works to protect the interests of its members through a series of advocacy, education, and public relations campaigns intended to arm them with the tools needed to retain and capture business in a global economy. The institute has authored a number of position papers and has an extensive library of information from which members can further their understanding of the image apparel marketplace. The Image Apparel Institute also conducts a series of professional development seminars, and in conjunction with the North American Association of Uniform Manufacturers & Distributors, hosts an annual convention and exhibition where attendees can source products, learn about the latest trends, and gain practical, image apparel, fabric, sourcing and marketing knowledge to better run their business.

About Huntington

Huntington Bancshares Incorporated (NASDAQ: HBAN and 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.

Huntington Bank

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