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Huntington Bank and the Detroit Lions Announce \$2.4 Million Sponsorship Deal at Ford Field

DETROIT--(BUSINESS WIRE)-- Huntington Bank (NASDAQ: HBAN; www.huntington.com) and the Detroit Lions have entered into a \$2.4 million five-year sponsorship deal. The agreement gives Huntington the exclusive naming rights to the Club and Suite Levels of Ford Field, including Huntington signage at the entrance and exits of those levels. This is the first time that the Detroit Lions have welcomed a corporate sponsor at the Club and Suite levels of Ford Field.

Media and fans will have the opportunity to see the new Huntington branding on the Lions' first home game, Sunday, September 9. For media credentials, contact the Detroit Lions at (313) 216-4220.

In addition to the Club and Suite Level branding, fans have the ability to obtain a Detroit Lions debit card with a Huntington Checking account. The card can be obtained at any Huntington branch or by visiting www.DetroitLionsBanking.com.

"The Lions and their fans are a special part of the history and fabric of this community," said Mike Fezzey, president of Huntington's East Michigan Region. "At Huntington we are delighted to support the team in this unique manner and to offer the debit card for our customers who wish to display their Lions' spirit. We are deeply committed to investing in Southeast Michigan."

"An important aspect for all our business partnerships is having an integrated marketing approach with our clients," said Tom Lewand, Detroit Lions Team President.

"By becoming the title sponsor of the Club Level at Ford Field and working with the Lions on a comprehensive co-branded marketing campaign, Huntington Bank is establishing itself in a meaningful way with both our fans and the community in Southeast Michigan," Lewand added.

This is the latest in a series of investments Huntington has made in the state over the last 16 months including:

- A ten-year commitment to Michigan State University Athletics with naming rights to the Club and Suite levels at Spartan Stadium and Munn Arena, as well as marketing on the new scoreboard systems.
- A partnership with Meijer that will increase the number of Huntington branches in the state to over 200—a 65 percent increase. The agreement is expected to add up to 500 jobs.
- More than \$1.5 billion in loans to businesses around Michigan in the first year of a four-

year, \$2 billion program. The loans have aided more than 2,500 Michigan businesses.

- A \$100 million affordable housing program aimed at helping Michigan residents.

About Huntington

Huntington Bancshares Incorporated is a \$57 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 products 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 more than 680 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 1,350 ATMs. Through automotive dealership relationships within its six-state 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.

The Huntington National Bank, Member FDIC. The logo mark and Huntington® are federally registered service marks of Huntington Bancshares Incorporated.

About Detroit Lions

The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL), and play their home games at Ford Field in Downtown Detroit. The team located to Detroit in 1934 and are the National Football League's fifth oldest franchise. The Detroit Lions finished the 2011 regular season with a 10-6 record and earned a berth in the NFL playoffs. In addition to professional football, the Detroit Lions have a very visible and active community relations role in the Detroit area. With a focus on health and wellness and community revitalization, the Lions have contributed \$6.2 million through philanthropic efforts since 1991. For more information visit www.DetroitLions.com.

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