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# Huntington Asset Services to Launch First Fund from Geier Asset Management

COLUMBUS, Ohio and INDIANAPOLIS, Nov. 23, 2010 /PRNewswire/ -- Huntington Asset Services, a leading provider of fund administration and accounting, distribution, and transfer agency services, has been selected by Baltimore-based Geier Asset Management, Inc., to oversee the advisor's first mutual fund offering.

The fund will be serviced through Huntington Asset Services' Valued Advisers Trust.

"We're pleased to help a respected investment firm like Geier Asset Management, Inc. launch their first mutual fund," said Brian L. Blomquist, president of Huntington Asset Services. "By servicing the fund through the Valued Advisers Trust, Geier's investment advisors can concentrate on offering their customers expert advice without worrying about managing the logistics of the fund."

Thomas Geier, vice president and chief operating officer for Geier Asset Management, Inc. said, "We selected Huntington Asset Services for their experienced team of professionals, extensive history of fund management and turnkey solutions. Their expertise made it much easier for us to launch our first fund."

## About Huntington Asset Services

Huntington Asset Services, Inc., a subsidiary of Huntington Bancshares Incorporated (Nasdaq: HBAN; [www.huntington.com](http://www.huntington.com)), has been providing mutual fund service solutions for more than 40 years. Huntington's fully integrated services include fund administration, accounting, transfer agency, compliance, distribution and custody for clients with combined assets of more than \$45 billion. Huntington's comprehensive solutions support both standalone and series trust structures. Based in Indianapolis, Huntington Asset Services, Inc. and Unified Financial Securities, Inc. are wholly owned subsidiaries of Huntington Bancshares Incorporated (Nasdaq: HBAN), a \$53 billion regional bank holding company headquartered in Columbus, Ohio. More information is available at [www.HuntingtonAssetServices.com](http://www.HuntingtonAssetServices.com).

## About Huntington

Huntington Bancshares Incorporated is a \$53 billion regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, Huntington provides a full range of financial services through its affiliated companies, including checking, loans, savings, insurance and investment services. It has more than 600 branches and also offers retail and commercial financial services online at [Huntington.com](http://Huntington.com); through its telephone bank; and through its network of over 1,350 ATMs. Huntington's Auto Finance and Dealer Services group offers automobile loans to consumers and commercial loans to automobile dealers within its six-state banking franchise area, as well as selected New England states.

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