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Huntington Bank Launches Herd Banking Program for Marshall Fans

Bank introduces new debit card and check design with Marshall University Athletics logo

HUNTINGTON, W.Va., Jan. 28, 2011 /PRNewswire/ -- Huntington Bank (Nasdaq: HBAN; huntington.com) has teamed up with Marshall University to offer Herd Banking, a new way for Thundering Herd fans to show their loyalty. Marshall fans in Huntington Bank communities throughout West Virginia and in Ohio and other surrounding states can obtain a Herd Banking account as existing or new customers at www.huntington.com/herdbanking or at any branch location.

(Photo: <https://photos.prnewswire.com/prnh/20110128/CL37727>)

"At Huntington Bank, we wanted to give our customers the opportunity to put the Thundering Herd in their wallets," said Clayton Rice, the bank's West Virginia president. "We expect proud Marshall fans to rapidly adopt Herd Banking as the leading checking design among our West Virginia and nearby customers."

The Herd Banking debit card bears Marshall University's "The Herd" logo and the iconic image of Marshall mascot Marco the Buffalo. Huntington Bank Herd Banking customers can also order check designs featuring the Marshall logo.

"We are excited to have this partnership with Huntington Bank, which provides us with an additional opportunity to spread the Marshall brand," said Mallory Jarrell, Marshall University marketing and branding coordinator. "Huntington Bank has been a great supporter of Marshall University and we appreciate them making this available to their customers."

Huntington Bank has introduced a series of specialty checking products for universities including The Ohio State University and professional sports teams including the Indianapolis Colts. Both the Ohio State and Colts designs are the most popular choices among regional Huntington customers.

All Huntington checking customers also receive the added benefit of 24-Hour Grace™, a unique service providing customers a grace period of one business day to cover any overdrafts and thereby avoid overdraft fees.

"We are looking forward to building another successful checking program with Herd Banking," Rice said. "Huntington Bank will become the place to 'be seen with the Herd.'"

About Huntington

Huntington Bancshares Incorporated is a \$54 billion regional bank holding company headquartered in Columbus, Ohio. Through its affiliated companies, Huntington has been

providing a full range of financial services for 144 years. Huntington offers 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; through its telephone bank; and through its network of over 1,300 ATMs. Huntington's Auto Finance and Dealer Services group offers automobile loans to consumers and commercial loans to automobile dealers within our six-state banking franchise area, as well as selected New England states.

SOURCE Huntington Bank