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Huntington Asset Advisors, Inc. Launches EcoLogical Strategy ETF Through New Huntington Strategy Shares

Fund to focus on sustainable, environmentally-friendly companies

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington Asset Advisors, Inc. (HAA) announces it is launching actively-managed exchange-traded funds ("ETFs"), through its new ETF family, Huntington Strategy Shares. Huntington EcoLogical Strategy ETF (NYSE Arca: HECO) is the first of two Huntington Strategy Shares planned to launch.

The EcoLogical Strategy ETF has a goal of capital appreciation and will focus on ecologically-focused companies and products, which are positioned to take advantage of continuing changes in laws, consumer behavior and business investments. The ETF holds stocks from companies large and small across a widely-diversified set of industries.

These companies demonstrate environmental stewardship and provide products and services that advance green practices and show evidence of sustainability. With this approach, the ETF may be more correlated to market indices, like the S&P 500, than specific green funds that target clean tech or alternative energy, which may be more limited in scope.

"Many green funds emphasize nascent technologies like wind and solar because they are clean, without regard to whether that's a logical investment," said Randy Bateman, Huntington's chief investment officer and president of Huntington Asset Advisors (HAA). "Our approach looks at those opportunities, but then applies logic around whether or not that company is producing products that are affordable by broad markets."

The EcoLogical Strategy ETF is bought and sold like a stock. Shares may be purchased through a personal broker, online brokerage, or a financial advisor.

"Within Huntington, we have an established team of experts whose goal is to select the top environmentally-friendly investments for this ETF," added Brian Salerno, EcoLogical Strategy ETF manager. "Companies with these sustainably green characteristics tend to be more seasoned, have profitable business models, and are usually good environmental stewards."

Salerno joined Huntington in 2005 and has nearly two decades of experience in the investment management industry. He received his bachelor of business administration from the University of Notre Dame, and his master of business administration from The Ohio State University. He also holds the Chartered Financial Analyst designation.

Huntington Asset Advisors also advises 25 mutual funds that make up the Huntington Funds, including equity, fixed income, money market, asset allocation and specialty funds.

American Banker recently named Huntington Bank as one of America's greenest banks, citing Huntington's solar panel, water and paper consumption reduction initiatives, and its drive to utilize more videoconferencing to cut down on fossil fuel use, as just a few examples of a bank that has "demonstrated a strong interest in helping and not harming the environment."

Carefully consider the ETF's investment objectives, risk, and charges and expenses. This and other information can be found in the prospectus which can be obtained by calling 1-855-HSS-ETFS or by visiting www.HuntingtonStrategyShares.com. Please read the prospectus carefully before investing.

There is no guarantee the ETF will achieve its stated objective. There are risks involved with investing, including possible loss of principal. The ETF may trade securities actively, which could increase its transaction costs (thereby lowering its performance) and could increase the amount of taxes you owe by generating short-term gains, which may be taxed at a higher rate. The ETF's ecological investment criteria limit the types of investments the ETF may make. This could cause the ETF to underperform other funds that do not have an ecological focus. International investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles or from social, economic or political instability in other nations. If the ETF invests more than 25% of its net assets in a particular asset class, securities or issuers within a particular business sector, it is subject to increased risk. Shares are bought and sold at market price (not NAV) and are not individually redeemed from the ETF. Brokerage commissions will reduce returns.

Huntington Strategy Shares are distributed by SEI Investments Distribution Co., which is not affiliated with the advisor or any of its affiliates.

Not FDIC Insured

No Bank Guarantee

May Lose Value

About Huntington

Huntington Bancshares Incorporated is a \$56 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 over 660 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 other Midwest and New England states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

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