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Huntington Bank Named Winner of TNS Choice Award for Consumer Retail Banking in the Central Region of the U.S. for Third Time

Huntington cited for highest customer satisfaction rating

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington Bank has been named the winner of the 2015 TNS Choice Award for Consumer Retail Banking in the Central Region of the U.S. This marks the third time Huntington has won the recognition and led the Central Region. TNS presented the award to Huntington for both attracting and retaining customers at rates better than any of the top 15 banks in the Central region. TNS also recognized Huntington as earning the highest overall customer satisfaction rating, and as having the most favorably regarded bank brand.

“We’ve made key investments to make banking more convenient and build a culture that looks out for our customers. Winning the TNS Choice Award for the third time in recent years is a great example that our strategies are working,” said Steve Steinour, chairman, president and chief executive officer of Huntington.

“We are grateful to our customers for their recognition of our bankers who deliver such outstanding service,” said Mary Navarro, Huntington’s retail and business banking director. “Our bankers are focused on doing the right thing for our customers. They know that a good customer experience is about convenience as well as knowing and understanding a customer’s needs. This recognition, among others, continues to tell us that we are on the right track.”

“TNS Choice Awards are not about doing one thing well; they are about putting many elements together in a way that yields success in the marketplace,” said Joe Hagan, Senior Vice President of multi-client programs at TNS and Manager of the TNS Choice Awards, which are well-known in the industry for recognizing banks that outperform their competitors in acquiring, retaining and developing customers.

Huntington leads the Central Region, which consists of the following 20 states: Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas and Wisconsin. Previous years won include 2012 and 2013.

Winners of the TNS Choice Award are determined by using data from TNS’s multi-client research programs. These results are determined using several different metrics, each providing an indication of how individual firms are performing vis-à-vis their competitors. The award goes to the one provider with the highest score.

Huntington has made significant investments in its customers starting with its 2010 introduction of 24-Hour Grace® and Asterisk-Free Checking® account. It has also invested in making access to accounts faster and easier with investments in Huntington Mobile Deposit and Huntington Quick Balance. The bank also recently debuted a new huntington.com that adjusts to any screen on any device, resonating with its welcome culture.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 90 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviors and attitudes across every cultural, economic and political region of the world.

Please visit www.tnsglobal.com for more information.

About Huntington

Huntington Bancshares Incorporated is a \$66 billion asset regional bank holding company headquartered in Columbus, Ohio. The Huntington National Bank, founded in 1866, and its affiliates provide 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 Northeast states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

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Huntington
Jacqueline Ramsay, 614-480-5415
Jacqueline.Ramsay@Huntington.com

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