



NEWS

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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 FOURTH TIME

Huntington cited for highest customer satisfaction rating

COLUMBUS, Ohio – Huntington Bank has been named the winner of the 2016 TNS Choice Award for Consumer Retail Banking in the 20-state Central Region of the U.S. This marks the fourth time in the past five years that 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 10 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.

“To win the TNS Choice Award four out of five years is a real testament to our colleagues’ commitment to look out for our customers. It is a great example of consistent and focused execution year over year,” 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 knowing and understanding their customer’s needs and providing convenient ways to bank. This recognition, among others, continues to tell us that we are executing consistently on our strategies.”

“The TNS Choice Awards are not simply recognition of doing one thing well. Recipients put many elements together in a way that yields success in the marketplace.” said Charles Schembri, vice president of multi-client programs and manager of the TNS Choice Awards, which are well-known in the industry for recognizing banks that outperform their competitors in acquiring, retaining, share of wallet, 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.

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 vs. their competitors. The award goes to the one provider with the highest score.

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 \$71 billion asset regional bank holding company headquartered in Columbus, Ohio, with a network of more than 750 branches and more than 1,500 ATMs across six Midwestern states. Founded in 1866, The Huntington National Bank and its affiliates provide consumer, small business, commercial, treasury management, wealth management, brokerage, trust, and insurance services. Huntington also provides auto dealer, equipment finance, national settlement and capital market services that extend beyond its core states. Visit huntington.com for more information.



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