



NEWS

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HUNTINGTON BANK NAMED WINNER OF KANTAR TNS CHOICE AWARD FOR CONSUMER RETAIL BANKING IN THE CENTRAL REGION OF THE U.S. FOR FIFTH TIME

Huntington recognized for highest customer satisfaction rating

COLUMBUS, Ohio – Huntington Bank has been named the winner of the 2017 Kantar TNS Choice Award for Consumer Retail Banking in the 20-state Central Region of the U.S. This marks the fifth time in the past six years Huntington has been recognized for both attracting and retaining customers at rates better than any of the top-10 banks in the Central region. Kantar TNS also recognized Huntington as earning the highest overall customer satisfaction rating, and as having the most favorably-regarded bank brand.

“At Huntington, our customers come first. We work hard to make a difference in their lives and across the communities where they live and work every day,” said Steve Steinour, chairman, president and chief executive officer of Huntington. “To win the Kantar TNS Choice Award five out of six years is a real testament to our colleagues’ commitment to look out for our customers.”

“Our customer-driven culture is at the heart of what we do every day, and we value and appreciate the loyalty and support our customers show us,” said Mary Navarro, Huntington’s consumer and business banking director. “We are grateful for the positive recognition, and we value the quality and quantity of research done for Kantar TNS Choice Awards.”

“In today’s economy, achieving growth often requires taking market share away from competitors,” said Chuck White, senior vice president at Kantar TNS and manager of the Kantar TNS Choice Awards. “In this regard, the companies we’re recognizing today are best in class. This success requires doing many things well – having the right products, offering the right customer experience, building a distinctive brand and communicating a credible and compelling message.”

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 Kantar TNS Choice Award are determined by using data from Kantar 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, Kantar 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 regional bank holding company headquartered in Columbus, Ohio, with \$100 billion of assets and a network of 996 branches and 1,855 ATMs across eight 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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