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NEWS

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HUNTINGTON ASSET ADVISORS, INC. LAUNCHES US EQUITY ROTATION STRATEGY SHARES ETF

Fund to rotate investments among domestic equity market segments

COLUMBUS, Ohio – Huntington Asset Advisors, Inc. (HAA) announces it is launching a second actively managed exchange-traded fund (ETF), through its new ETF family, Huntington Strategy Shares. The US Equity Rotation Strategy ETF (NYSE Arca: HUSE) is the second of two ETFs Huntington Strategy Shares has launched. Huntington EcoLogical Strategy ETF (NYSE Arca: HECO) was launched on June 20, 2012.

The objective of the US Equity Rotation Strategy ETF is to seek capital appreciation in any given market environment. Under normal market conditions, the ETF invests in companies that are organized in the US and included in the S&P Composite 1500, which is comprised of large-, mid- and small-cap companies. The exchange traded fund is actively managed and strives to meet its objective by rotating to the industry sectors or segments the advisor believes to offer the best potential for long-term capital appreciation based on changing market conditions.

"We have an established team of investment experts, who continually monitor the economy, in order to identify which sectors or segments are best positioned to do well in a given market cycle or economic environment," said Randy Bateman, Huntington's chief investment officer and president of the Huntington Asset Advisors. "As a result, Huntington's US Equity Rotation Strategy has the flexibility to take advantage of what we believe are the best opportunities in the domestic market today."

The ETF will be invested in all 10 industry sectors within the S&P Composite 1500: utilities, consumer staples, information technology, healthcare, financials, energy, consumer discretionary, materials, industrials, and telecommunication services. Our active management allows us to rotate the ETF by allocating a greater percentage of the ETF's portfolio to specific sectors compared to the allocation percentage of those same sectors in the S&P 1500.

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

"When investors think of ETFs, they usually think of passive investments," added Paul Koscik, US Equity Rotation Strategy ETF manager. "The US Equity Rotation Strategy represents a newer type of ETF, one that is designed to be more flexible than static and thereby able to take advantage of more investment opportunities."

Paul Koscik and Martina Cheung will be responsible for the day-to-day management of the US Equity Rotation Strategy ETF. Their team approach allows them to leverage their unique experience and areas of expertise. Koscik joined Huntington in 1984 as a portfolio manager and has more than 25 years of investment experience. He received his bachelor's and juris doctorate degrees from the University of Akron and holds the Certified Financial Planner™ certification.

Cheung joined Huntington in 1995 as a security analyst and has more than 15 years of investment experience. She received her bachelor's degree in finance and management information systems from The Ohio State University and her MBA from Capital University. She also holds the Chartered Financial Analysts and Chartered Market Technician designations.

Huntington Asset Advisors also advises 24 mutual funds that make up the Huntington Funds, including equity, fixed income, money market, asset allocation and specialty funds.

The EcoLogical Strategy ETF, launched in June, has a goal of capital appreciation and focuses on environmentally-conscious 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.

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. 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. The EcoLogical Strategy 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. 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 $57 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 more than 680 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 1,350 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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