

# NEWS

**FOR IMMEDIATE RELEASE**

September 6, 2012

**Contact:**

Cynthia Kincaid ([cynthia.kincaid@huntington.com](mailto:cynthia.kincaid@huntington.com)), 614-480-5415

**HUNTINGTON STRATEGY SHARES TO RING OPENING BELL  
AT NEW YORK STOCK EXCHANGE**

**COLUMBUS, Ohio** – Following the successful launch of its two actively-managed exchange-traded funds (ETFs), Huntington Strategy Shares, announces that it has been invited to ring the opening bell at the New York Stock Exchange at 9:30 a.m. EST on September 7, 2012.

The bell ringing puts a capstone on the introduction of Huntington Strategy Shares' two new actively-managed ETFs. The EcoLogical Strategy ETF (NYSE Arca: HECO) launched on June 19, 2012, and the US Equity Rotation Strategy ETF (NYSE Arca: HUSE) launched on July 25, 2012.

"The inception of the Huntington Strategy Shares this summer marks the culmination of years of thoughtful research and planning and has resulted in the successful launch of two unique actively-managed ETFs," said Randy Bateman, president of Huntington Asset Advisors ("HAA") and Huntington National Bank chief investment officer. "We believe these strategies could be beneficial for institutional and individual investors alike. We are pleased with the market support for the ETF portfolios, which provide another avenue for investors to access Huntington's decades of investment management experience."

The EcoLogical Strategy ETF has a goal of capital appreciation and focuses 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.

The objective of the US Equity Rotation Strategy ETF is to seek capital appreciation in a given market environment. Under normal market conditions, the US Equity Rotation Strategy 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 ETF may over- or under-weight certain industry sectors and segments of the S&P Composite 1500, depending on which the managers believe to have the greatest or least potential for capital appreciation given the current market environment.

*Carefully consider the ETFs' 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](http://www.HuntingtonStrategyShares.com). Please read the prospectus carefully before investing.

There is no guarantee the ETFs will achieve their stated objectives. There are risks involved with investing, including possible loss of principal. The ETFs may trade securities actively, which could increase transaction costs (thereby lowering 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 Asset Advisors, Inc.**

Huntington Asset Advisors, Inc., a subsidiary of The Huntington National Bank ([www.huntington.com](http://www.huntington.com)) and its affiliates, have managed money since 1917. Based in Columbus, Ohio, Huntington sponsors The Huntington Funds mutual funds and Huntington Strategy Shares ETFs and manages money for individuals, institutions, endowments, foundations, retirement plans, IRAs and municipalities. More information is available at [www.HuntingtonFunds.com](http://www.HuntingtonFunds.com) and [www.HuntingtonStrategyShares.com](http://www.HuntingtonStrategyShares.com).

 and Huntington® are federally registered service marks of Huntington Bancshares Incorporated.