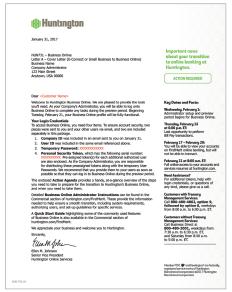
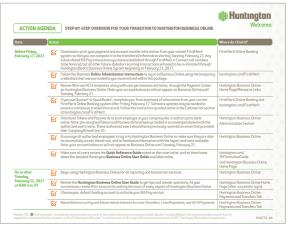


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User Access Information



Business Online Letter



Action Agenda

Huntington/First Merit Business Online Conversion

Challenge:

Conversion to Business Online at Huntington required detailed customer instructions and new login credentials

Serial numbers of new authentication tokens and passwords had to be matched to individual users, which had to be matched to company administrators for distribution

Solution:

Direct mail provided an at-a-glance Action Agenda, a temporary password and a personal security token, listing the serial number to ensure token was preassigned correctly; administrators at multi-user companies received a special mailer or box with individually packaged user tokens

Additional instructions were made available online