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**PNC BANK ANNOUNCES NEW ACCOUNTS TO HELP CUSTOMERS  
SAVE, MANAGE MONEY AND AVOID FEES**

*- Strategy Focuses on What Customers Want,  
Expands Virtual Wallet and Credit Card Rewards -*

PITTSBURGH, March 1, 2011 – PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC) today announced new checking accounts and credit cards along with other changes that emphasize more choices and rewards for customers.

“We are focused on understanding what our customers want and need to achieve their financial goals,” said Joseph Guyaux, president of PNC. “As a result, we’ve made it easier for them to save, manage spending and avoid fees.”

The new checking product set and credit cards also feature benefits and rewards that increase based upon the banking relationship. “The more business a customer does with PNC, the more he or she will get in return,” he added.

**Customers: Help Me Manage My Money**

PNC’s strategy was influenced by input from thousands of customers and other consumers. The research found they want banking to be easy along with assistance to manage their money, avoid mistakes, save, use credit wisely and get rewards.

As a result, new features have been added to Virtual Wallet<sup>®</sup>, which gives customers an online and mobile view of their account along with enhanced controls to save more, manage spending and avoid mistakes. The popularity of Virtual Wallet has broadened since its launch in 2008 as online and mobile technology becomes increasingly prevalent among all consumers.

**Highlights: Account Updates**

The following are highlights of the new accounts and changes with details available via [www.pnc.com](http://www.pnc.com):

- **Performance Checking:** This newly enhanced account, available March 27, features a lower balance threshold, relationship pricing on deposit and loan rates and enhanced credit card rewards. Money management tools are available with the addition of the Virtual Wallet option in Performance Checking. These new benefits are automatic for customers currently in the existing version.

- more -

- **PNC CashBuilder<sup>®</sup> Visa<sup>®</sup>, PNC points<sup>SM</sup> Visa<sup>®</sup> and PNC Flex<sup>SM</sup> Visa<sup>®</sup> credit cards:** These new cards were recently made available with features that often equal or exceed those of other major cards, including cash back and rewards that increase based on a customer's banking relationship. Any of these cards can also be included in Virtual Wallet for an integrated view across debit and credit spending.
- **Free Checking and Foundation Checking** remain available with no balance requirement along with free access to online banking, bill pay and PNC's 6,600 ATMs. Other Free Checking account benefits include bonus rewards with PNC's Flex credit card and discounts on loan rates. Foundation Checking incorporates financial education for lower-income customers. For both accounts, PNC points will cease on Sept. 12, along with rebates for use of non-PNC ATMs by Free Checking customers. This allows six months for PNC to contact customers to discuss their best option to receive the benefits they desire and to avoid or reduce fees.
- **Virtual Wallet and Virtual Wallet Student** are still available with new enhancements, including additional budgeting and money management tools and bonus reward points with PNC credit cards.

To view/download broadcast quality video and other multimedia assets related to this announcement, visit <http://pnc.thedigitalcenter.com>.

The PNC Financial Services Group, Inc. ([www.pnc.com](http://www.pnc.com)) is one of the nation's largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. Follow *@PNCNews* on Twitter for breaking news and announcements from PNC.

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