PNC Community Impact

Through executive leadership, strategic investments and employee volunteerism, The PNC Financial Services Group (NYSE:PNC) is helping to build strong communities and create financial opportunities for individuals, families and businesses. In 2009, more than $50 million is expected to be spent in communities across 13 states and the District of Columbia to encourage home ownership, economic development and partnerships with community-based organizations. Visit www.pnc.com and see Community Involvement for more information.

BUILDING STRONG COMMUNITIES

Through its Community Development Banking group, PNC boosts the quality of life in lower-income neighborhoods through affordable housing, economic revitalization and customized financial solutions. Flexible loans, public-private partnerships and financing that leverages government tax credits and financial education classes help to revitalize communities in need.

• 2007 “outstanding” rating for exceeding Community Reinvestment Act standards reflects PNC’s long history of serving the credit needs of communities in which it operates.
• More than $1 billion in annual financing provided to lower-income individuals, small businesses and non-profit organizations. These loans finance the preservation or creation of for-sale, rental and special-needs housing, economic development and community based facilities.
• More than 30,000 people benefited from PNC’s financial education curriculum in 2007
• Partnerships with community-based organizations, charitable contributions, grants and sponsorships allow PNC to strengthen communities for the people who live and work there.

ENVIRONMENTAL RESPONSIBILITY

A commitment to innovation and environmentally friendly business practices during the past decade has enabled PNC to lower costs, increase efficiency and productivity as well as improve the health and vitality of communities. PNC has more buildings (43) certified by the U.S. Green Building Council than any other company on Earth. Starting in 2002, PNC became the first major U.S. bank to design and construct branches based on green building standards.

Benefits: More than 50 percent of the Green Branch® construction materials are locally manufactured or made from recycled and/or green materials. Energy usage is reduced 34 percent or more compared to a traditional branch. Indoor air is cleaner and window walls provide an open, airy space for employees and customers.

Future: Besides more branch locations, plans include Three PNC Plaza, a 23-story mixed use building in Pittsburgh (opening 2009) and PNC Place, the new regional headquarters in Washington, D.C. (2010), about three blocks from the White House.

• Ranked among nation’s 20 “Best Green Companies” - Working Mother (2007)

ENRICHING THE QUALITY OF LIFE

With approximately $12 million a year in grants, the PNC Foundation forms partnerships with community-based nonprofit organizations to further mutual objectives driven by two priorities: (1) Early childhood education and (2) Community and economic development. Funding through PNC Grow Up Great has established innovative programs for preschoolers in math and science, and created classes that emphasize art, music and movement. Grant recipients measure the success of the curriculum and progress of the preschoolers. An independent evaluation affirmed a science program, which is now being replicated in other communities.

Community and economic development funding has focused on providing affordable housing and community services support for lower-income families.

• Excellence in Corporate Philanthropy Award (2007)
• Corporate Stewardship Award, U.S. Chamber of Commerce
**EARLY EDUCATION: SUCCESS IN SCHOOL AND LIFE**

PNC Grow Up Great is a 10-year, $100 million investment to help prepare children from birth to age 5 - with a focus on underserved children - for success in school and life. With PNC Crezca con Éxito, its Spanish-language equivalent, Grow Up Great is the nation’s most comprehensive corporate-based, school-readiness program dedicated to creating opportunities for children plus build stronger communities and a skilled workforce.

Partners include: an advisory council of national leaders in early childhood education along with Sesame Workshop, Family Communications, Inc. (producer of Mister Rogers’ Neighborhood) and the National Head Start Association plus other nonprofit agencies.

Via the Committee for Economic Development, the National Summit on America’s Children on Capitol Hill and other forums, PNC is raising awareness among business leaders and policymakers of the critical importance of universal access to quality preschool education.

- Since 2004, PNC has funded more than $9 million in early learning efforts and has channeled $2.1 million in support of pre-k scholarships. In addition, 500,000 “Happy, Healthy, Ready for School” multimedia kits, created by Sesame Workshop with educational tips and activities, have been distributed to families.
- PNC honored along with First Lady Laura Bush, Sesame Workshop (2007)
- National Corporate Friends of Children Award, Child Welfare League of America (2007)

**EMPLOYEES MAKE A DIFFERENCE**

PNC’s employees give of their time and talents to make a significant impact in the communities where they live and work. A progressive policy provides up to 40 hours of paid time off each year to volunteer. Through PNC’s Grants for Great Hours program, employees who volunteer 40 hours in 12 months at an early education center earn a $1,000 grant payable to that center.

- Employees serve as directors for non-profit boards, youth mentors; strategic planners; financial advisers; and providers of computer systems support.
- PNC Grow Up Great: 65,000 volunteer hours to help children (2004-08); 60+ grants, worth more than $60,000, earned by employee volunteers for early education centers.
- National Award: Excellence in Workplace Volunteering, Points of Light Foundation Award (2006)

**CELEBRATING DIFFERENCES, CREATING OPPORTUNITIES**

Taking pride in serving multicultural individuals, families, businesses and communities, PNC offers a variety of cultural and language-appropriate materials and programs to meet their specific needs. PNC’s Corporate Diversity Council is comprised of senior executives and Employee Resource Groups – focused on senior-level women, African-American, Latino and Asian employees – that influence internal efforts to support an inclusive environment and leverage differences to positively impact business. More than 500 minority, women-owned and disadvantaged businesses supply products and services to the company.

- Our customer service line, 1-888-PNC-BANK, and our branches support language interpretation services for more than 170 languages. Spanish speaking individuals can call 1-866-HOLA-PNC.
- Among Top 10 Companies for African-Americans, DiversityInc (2007)