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## **Video: PNC Bank Welcomes National City Customers With Expanded Network of Free ATMs**

**Pre-Conversion Theme: 'Two of America's best-known banks. Now simply one of America's best.'**

PITTSBURGH, Jan. 5 /PRNewswire-FirstCall/ -- PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC), today announced plans to make banking easier for National City and PNC customers with the immediate elimination of ATM fees for their use of the combined organization's 6,000 ATMs nationwide.

To view the Multimedia News Release, go to:  
[http://www.prnewswire.com/mnr/pnc\\_acquisition/36510/](http://www.prnewswire.com/mnr/pnc_acquisition/36510/)

On Dec. 31, PNC announced the closing of its acquisition of National City Corporation. The combined company is the nation's fifth largest bank based on deposits and fourth largest in branches with 2,600 locations across 13 states and the District of Columbia.

"With National City officially part of PNC, we launch an exciting new era," said Joseph C. Guyaux, president of PNC. "Initially, it will be business as usual in many ways as we serve the credit and banking needs of our consumer and business customers. The immediate consolidation of our ATM network is evidence of how we will deliver more to our customers, from innovative new products and services to the stability and confidence that come with being part of one of the nation's leading financial services firms."

### **Integration: Highlights**

Guyaux said conversion of National City retail customers and branches to PNC will begin during the second half of 2009 and continue through the end of 2010, per the previously announced 23-month integration. Effective today, National City and PNC customers have unlimited, free access to what is now the nation's fourth largest ATM network. They can use any ATM branded with either name without incurring any ATM transaction fees or surcharges.

Starting today, a transitional name, "National City -- now a part of PNC" will be applied to newly created customer materials and advertising prior to assuming the PNC name. Other updates include:

- Advice for Customers: "Welcome" letters are being mailed to 6 million retail and business customers of National City and PNC, informing them to bank at the same branches, with the same accounts currently held. With the continuation of points from National City, customers can

continue to earn rewards for day-to-day banking, like writing checks, paying bills online and using their debit card and credit card. Updates on the integration will be available via a new web site, [welcometopnc.com](http://welcometopnc.com).

- Meet the New PNC: A multimedia marketing campaign starts today with print, radio, TV and online advertising to raise awareness of the organization's combined strengths for individual and business customers. The theme is "Two of America's best-known banks. Now simply one of America's best." With the acquisition, PNC ranks first in market share (based on deposits) in three states -- Pennsylvania, Ohio and Kentucky.
- Community Support: The New Year begins with PNC's commitment to surpass National City's level of charitable giving with \$28 million in support during 2009. This commitment adds approximately \$5 million to National City's 2008 foundation giving, sponsorships and other support. PNC Grow Up Great, the company's 10-year, \$100 million investment in early childhood education, will be introduced during the integration.

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; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

SOURCE The PNC Financial Services Group, Inc.