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PNC Foundation Announces Leadership Change

Sally McCrady to Succeed Eva Tansky Blum as president of the PNC Foundation and director of Community Affairs

PITTSBURGH, Dec. 16, 2014 /PRNewswire/ -- The PNC Financial Services Group, Inc. (NYSE: PNC) and PNC Foundation today announced that Sally McCrady, deputy executive director for PNC Grow Up Great, will succeed Eva Tansky Blum as president of the PNC Foundation and director of Community Affairs for PNC Bank, N.A. Blum has announced her retirement, effective March 31.

"Over her 37 year career with PNC, Eva has helped guide the bank on issues that have grown steadily in importance, including compliance and community engagement. She was instrumental to the 2004 launch of the company's signature philanthropic initiative, PNC Grow Up Great, and in the ensuing decade she has helped make it a premier charitable effort focused on early childhood education," said William S. Demchak, chairman, president and chief executive officer of PNC. "Sally has been deeply immersed in the day to day leadership of Grow Up Great, positioning her to sustain and advance Eva's mission of putting PNC's charitable support to good work in the community."

Blum joined PNC's Legal department in 1977, progressing through several leadership positions at PNC, including chief compliance counsel, deputy general counsel and director of director of Regulatory Affairs, and director, Comprehensive Risk Management and Compliance. She was appointed to her current position in 2002 and was elected executive vice president in 2013.

A 17 year PNC veteran, McCrady joined PNC as an analyst in Marketing Research. In 1999, she transferred to Compliance, where she managed the corporation's Fair Lending Program. She assumed her current role in 2004, and was named a senior vice president in 2013. She earned a bachelor's degree from the University of New Hampshire and a master's in City and Regional Planning from the University of Pennsylvania.

The PNC Foundation actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a \$350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life. For more information, please visit

www.pncgrowupgreat.com, www.facebook.com/pncgrowupgreat and www.youtube.com/PNC or follow @PNCGrowUpGreat on Twitter.

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