



The PNC Financial Services Group, Inc.

Morgan Stanley
Financial Services Conference

February 1, 2011

Cautionary Statement Regarding Forward-Looking Information and Adjusted Information

This presentation includes “snapshot” information about PNC used by way of illustration. It is not intended as a full business or financial review and should be viewed in the context of all of the information made available by PNC in its SEC filings. The presentation also contains forward-looking statements regarding our outlook or expectations relating to PNC’s future business, operations, financial condition, financial performance, capital and liquidity levels, and asset quality. Forward-looking statements are necessarily subject to numerous assumptions, risks and uncertainties, which change over time.

The forward-looking statements in this presentation are qualified by the factors affecting forward-looking statements identified in the more detailed Cautionary Statement included in the Appendix, which is included in the version of the presentation materials posted on our corporate website at www.pnc.com/investorevents. We provide greater detail regarding some of these factors in our 2009 Form 10-K and 2010 Form 10-Qs, including in the Risk Factors and Risk Management sections of those reports, and in our subsequent SEC filings (accessible on the SEC’s website at www.sec.gov and on or through our corporate website at www.pnc.com/secfilings). We have included web addresses here and elsewhere in this presentation as inactive textual references only. Information on these websites is not part of this presentation.

Future events or circumstances may change our outlook or expectations and may also affect the nature of the assumptions, risks and uncertainties to which our forward-looking statements are subject. The forward-looking statements in this presentation speak only as of the date of this presentation. We do not assume any duty and do not undertake to update those statements.

In this presentation, we will sometimes refer to adjusted results to help illustrate the impact of certain types of items, such as our third quarter 2010 gain related to the sale of PNC Global Investment Servicing Inc. (“GIS”), the acceleration of accretion of the remaining issuance discount on our TARP preferred stock in connection with the first quarter 2010 redemption of such stock, our fourth quarter 2009 gain related to BlackRock’s acquisition of Barclays Global Investors (the “BLK/BGI gain”), our fourth quarter 2008 conforming provision for credit losses for National City, and integration costs in the 2010 and 2009 periods. This information supplements our results as reported in accordance with GAAP and should not be viewed in isolation from, or a substitute for, our GAAP results. We believe that this additional information and the reconciliations we provide may be useful to investors, analysts, regulators and others as they evaluate the impact of these respective items on our results for the periods presented due to the extent to which the items are not indicative of our ongoing operations. We may also provide information on pretax pre-provision earnings (total revenue less noninterest expense), as we believe that pretax pre-provision earnings, a non-GAAP measure, is useful as a tool to help evaluate the ability to provide for credit costs through operations. Where applicable, we provide GAAP reconciliations for such additional information.

In certain discussions, we may also provide information on yields and margins for all interest-earning assets calculated using net interest income on a taxable-equivalent basis by increasing the interest income earned on tax-exempt assets to make it fully equivalent to interest income earned on taxable investments. We believe this adjustment may be useful when comparing yields and margins for all earning assets. We may also use annualized, proforma, estimated or third party numbers for illustrative or comparative purposes only. These may not reflect actual results.

This presentation may also include discussion of other non-GAAP financial measures, which, to the extent not so qualified therein or in the Appendix, is qualified by GAAP reconciliation information available on our corporate website at www.pnc.com under “About PNC–Investor Relations.”



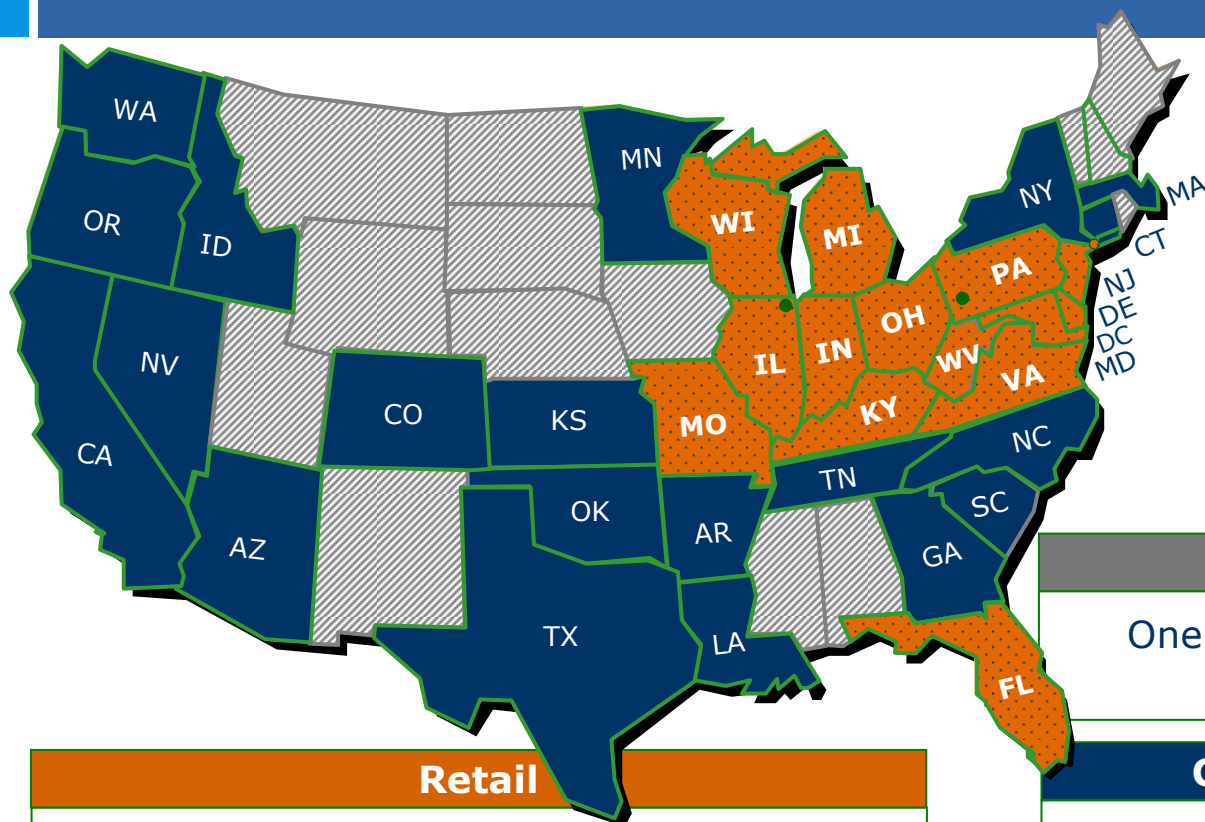
Today's Discussion

- ▶ PNC has a powerful franchise that achieved record results in 2010
- ▶ PNC's businesses have momentum and are positioned to capture high quality growth opportunities
- ▶ PNC is well positioned to navigate the economic and regulatory environment

PNC Continues to Build a Great Company.

PNC's Powerful Franchise

A Powerful Franchise and Record Results



	Dec. 31, 2010	U.S. Rank ¹
Deposits	\$183 billion	6 th
Assets	\$264 billion	8 th
Branches	2,470	5 th
ATMs	6,673	5 th

Asset Management

One of the largest bank-held asset managers in the U.S.

Corporate & Institutional

A leader in serving middle-market customers and government entities

Residential Mortgage

One of the nation's largest mortgage platforms

Retail

Footprint covering nearly 1/3 of the U.S. population

BlackRock

A leader in investment management, risk management and advisory services worldwide

(1) Rankings source: SNL DataSource; Banks headquartered in U.S.

2010 Strategic Highlights

*A Powerful
Franchise
and Record
Results*

Exceptional achievements in a challenging environment

- ▶ Grew our businesses and delivered record net income in 2010
- ▶ Transitioned to a higher quality balance sheet
- ▶ Improved our Tier 1 capital ratios to record levels
- ▶ Implemented the PNC sales and service model
- ▶ Exceeded our original acquisition-related cost savings target
- ▶ Actively managed our risk positions toward a moderate profile

As reported	2010	2009
Net income	\$3.4 billion	\$2.4 billion
Return on avg assets	1.28%	.87%
Diluted EPS	\$5.74	\$4.36
Tier 1 common ratio	9.8% ²	6.0%

As adjusted ¹	2010	2009
Net income	\$3.3 billion	\$2.0 billion
Return on avg assets	1.25%	.72%
Diluted EPS	\$6.07	\$3.45

PNC Is Positioned to Deliver Even Greater Shareholder Value.

Amounts are as of or for the year ended December 31. (1) 2010 adjusted for the after-tax gain on the sale of GIS and the impact of the accelerated accretion of the remaining issuance discount in connection with the redemption of our TARP preferred stock. 2009 adjusted for the after-tax BLK/BGI gain. Both periods adjusted for after-tax integration costs. Further information is provided in the Appendix. (2) Estimated.

A Highly Engaged Team

*A Powerful
Franchise
and Record
Results*

"Gallup Great Workplace Award" Recipient



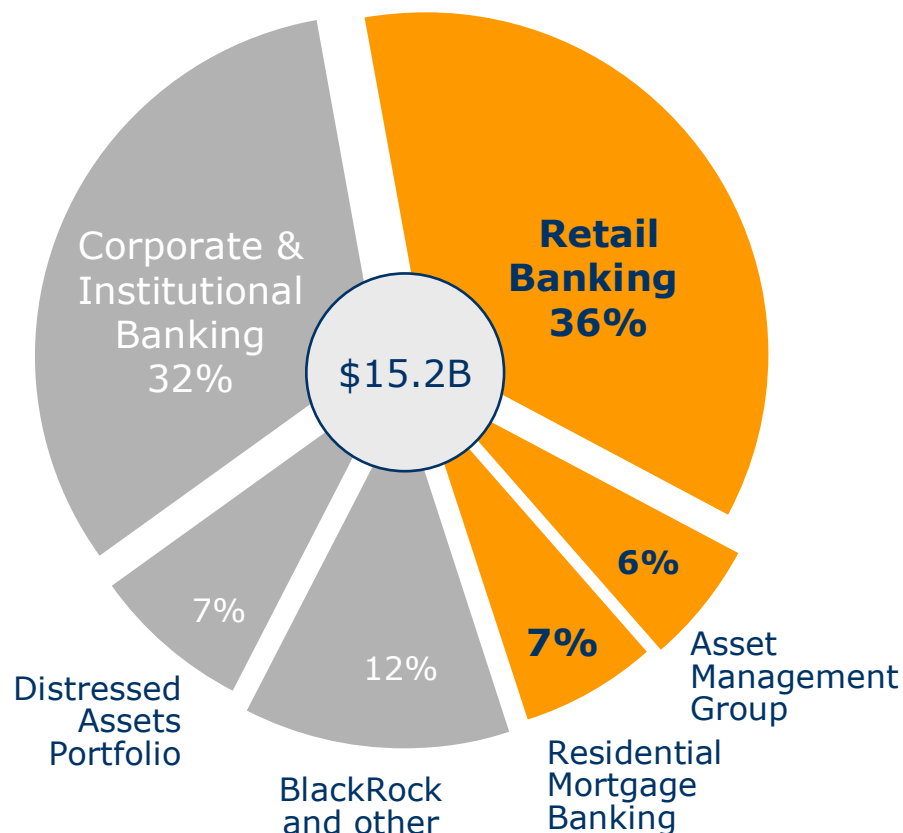
- ▶ Reflects PNC's brand attributes of ease, confidence and achievement
- ▶ Awarded to 15 companies worldwide for extraordinary ability to create an engaged workplace culture
- ▶ PNC is a two-time winner and the only U.S. bank to be recognized

PNC Is Recognized for Focusing on Employee Engagement to Grow and Deepen Customer Relationships.

Serving the Needs of Consumers and Small Businesses

*Well-Positioned
Businesses
with
Momentum*

PNC's 2010 revenue contribution



Strong client base

- ▶ Over 5.4 million checking relationships
- ▶ Nearly 1 million online bill payment users
- ▶ \$212 billion in assets under administration
- ▶ \$108 billion in discretionary assets under management
- ▶ \$10+ billion in 2010 residential mortgage originations

Broad array of innovative products

- ▶ Virtual Wallet
- ▶ Mortgage
- ▶ Credit card
- ▶ Business banking
- ▶ Broker-Dealer
- ▶ Wealth management
- ▶ Institutional asset management

Significant Growth Opportunities

- ▶ 30 million households in footprint
- ▶ 25% of U.S. investable assets
- ▶ 9.5 million small businesses
- ▶ 50+ Division I colleges and universities

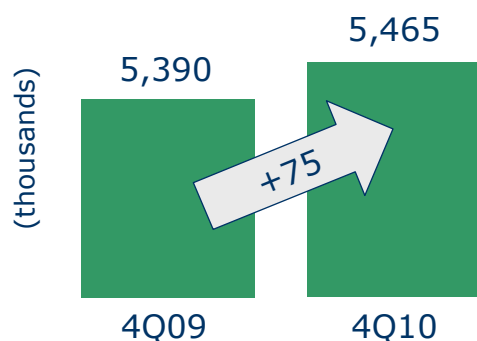
As of or for the year ended December 31, 2010.

Strong Momentum – Retail Banking

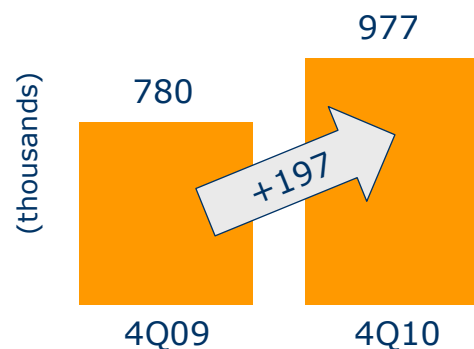
*Well-
Positioned
Businesses
with
Momentum*

Retail Banking

Checking relationships



Online bill payment active customers



- ▶ Most of 2010 client growth occurred in 2H10 following conversions
- ▶ 4Q10 checking relationships up 27,000 in a typically flat seasonal quarter
- ▶ Customer engagement scores higher in 2H10 than 1H10
- ▶ Workplace and University Banking channel client acquisition up 20% in 2H10 vs. 2H09
- ▶ In 2H10, opened 10 traditional branches and 14 instore branches, consolidated 12 branches and increased ATMs by 134

Rethinking the Consumer Payments Model

*Well-
Positioned
Businesses
with
Momentum*

Helping customers achieve

Make it easy for me

▶ **Choice**

**Make it convenient
for me**

**Help me better
manage my money**

▶ **Transparency**

Reward me

▶ **Simplicity, fairness**

**Help me avoid
mistakes**

▶ **Integrated delivery**

**Help me use credit
wisely**

Help me save

Aspiring to Create the Best Payment Account

Well-
Positioned
Businesses
with
Momentum

Plans to deliver a fully-integrated consumer payment experience



- ▶ Connects credit, debit, rewards
- ▶ Rewards customers for doing more with PNC
- ▶ Information organized like customers think
- ▶ Creates best-in-class online / mobile experience across consumer businesses

Strong Momentum – Asset Management Group

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Positioned
Businesses
with
Momentum*

Asset Management Group

Channel sales

+60%



2010 vs. 2009

New hires

+60%



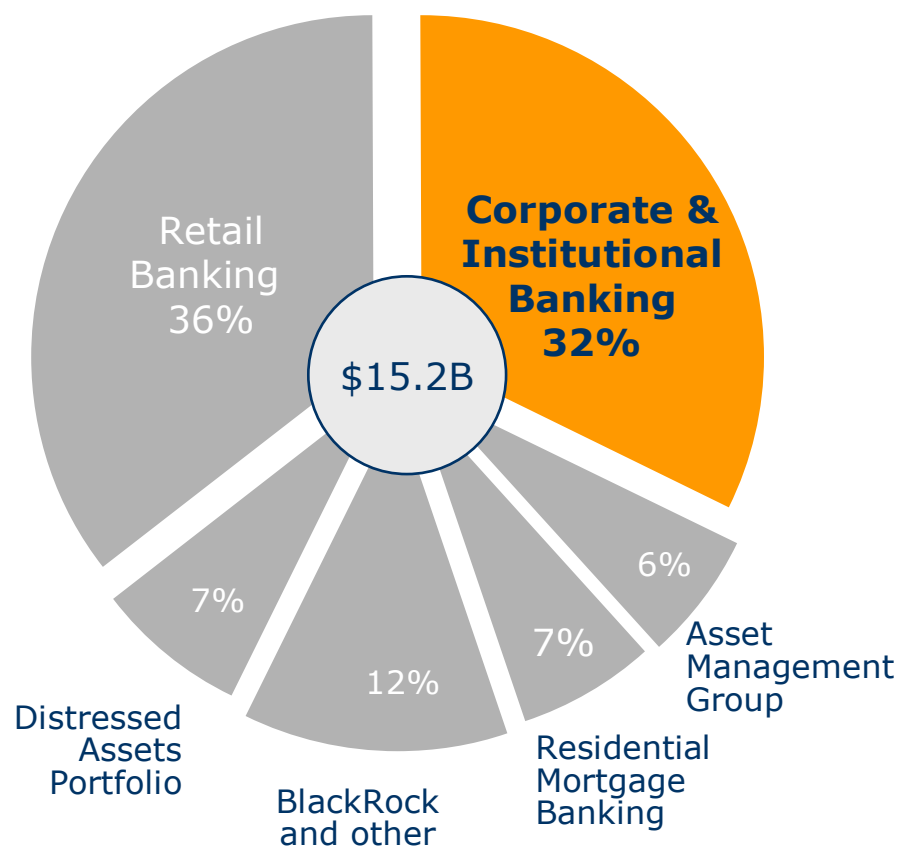
2010 vs. 2009

- ▶ Record sales year in 2010, including 60% YoY increase in channel sales, a strategic focus for PNC
- ▶ Total assets under administration of \$212 billion, discretionary assets under management of \$108 billion
- ▶ Net asset flows up \$3 billion in 2H10 versus 1H10
- ▶ Significantly increased frontline talent with 60% increase in new hires YoY

Serving the Needs of Businesses

*Well-
Positioned
Businesses
with
Momentum*

PNC's 2010 revenue contribution



Broad array of products/capabilities

- ▶ Broad financing expertise
- ▶ Treasury management
- ▶ Capital markets
- ▶ Harris Williams
- ▶ Midland
- ▶ Healthcare

Go-to-Market Strategy

- ▶ Deliver all of PNC to client
- ▶ Focused on the middle market
- ▶ Relationship oriented, consultative, high-touch approach
- ▶ Manage capital on basis of risk-adjusted returns

Significant Growth Opportunities

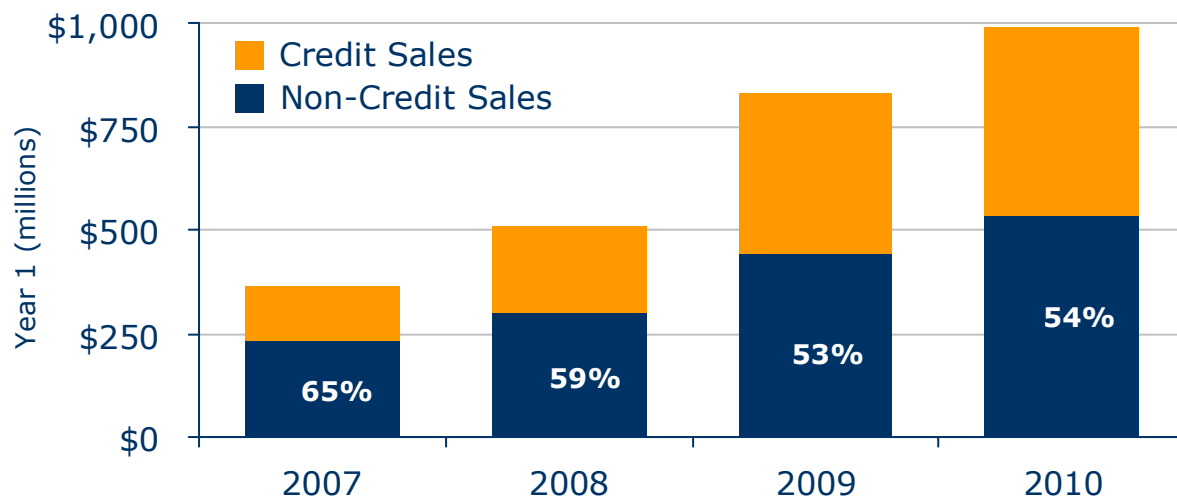
- ▶ Boarding new relationships
- ▶ Focused on cross-sell of existing relationships
- ▶ Capturing opportunities in newly integrated markets

Revenue for the full year 2010.

Strong Momentum – C&IB

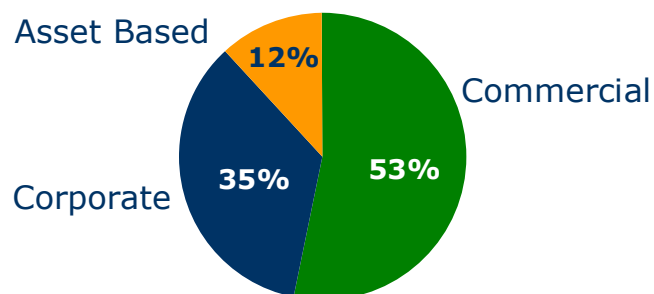
Well-
Positioned
Businesses
with
Momentum

Corporate & Institutional Banking sales



- ▶ 2010 sales¹ up 19% YoY
- ▶ Post-conversion, momentum is building further; sales up 23% in 2H10 vs. 2H09
- ▶ New names and cross-sell both contributing

New names



- ▶ 1,150+ new client names were added in 2010
 - Represents potential of \$250 million revenue per year at full value

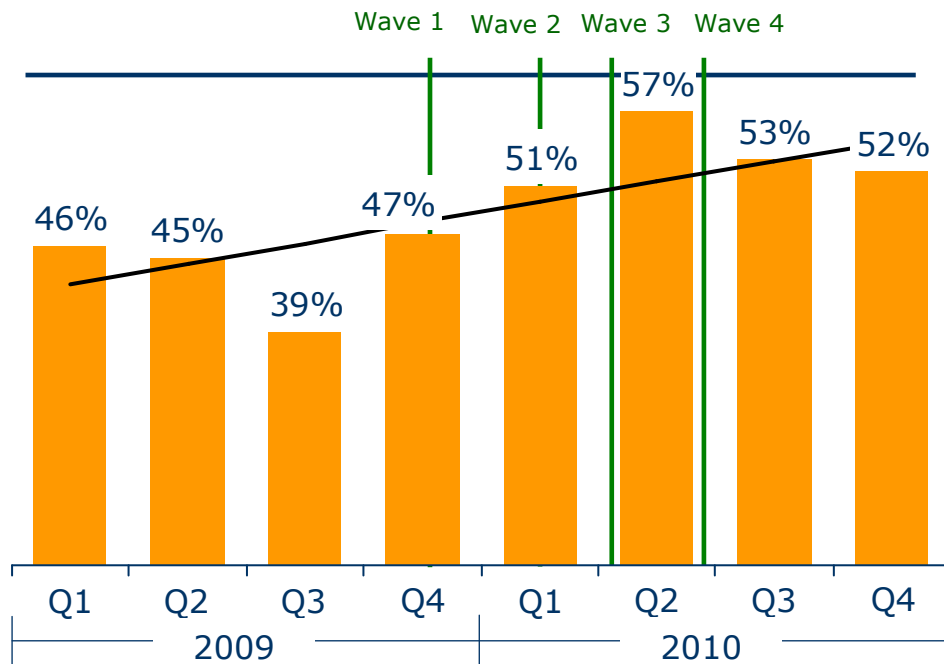
(1) Excludes Real Estate.

Strong Momentum – C&IB

Well-
Positioned
Businesses
with
Momentum

Corporate & Institutional Banking sales

% Non-Credit Sales in Western Markets



- ▶ Opportunity to cross-sell into the Western Market client base is in process of being realized
- ▶ For every dollar of cross-sell revenue that legacy PNC had, legacy National City had 60 cents
 - Opportunity of \$300 million from up-sell penetration
- ▶ 2010 product sales increased YoY across the entire client base
 - Treasury Management +4%
 - Capital Markets +44%
 - Equipment Finance +63%

"Waves" refer to timing of branch and customer conversions.

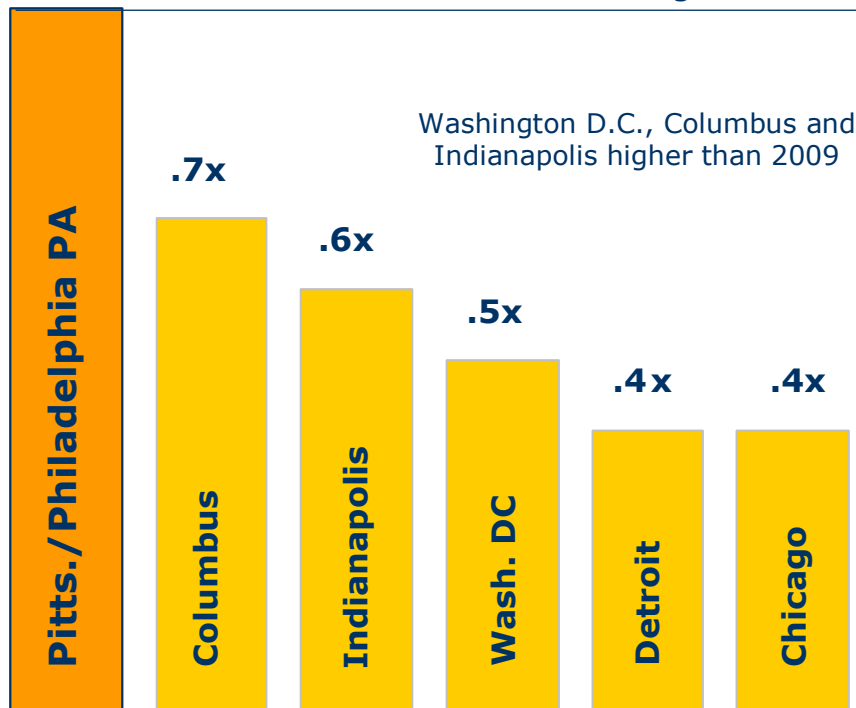
Significant Business to be Captured

Well-
Positioned
Businesses
with
Momentum

Market-specific C&IB opportunities

Revenue per sales FTE by selected tier 1 market

Tier 1 market baseline average

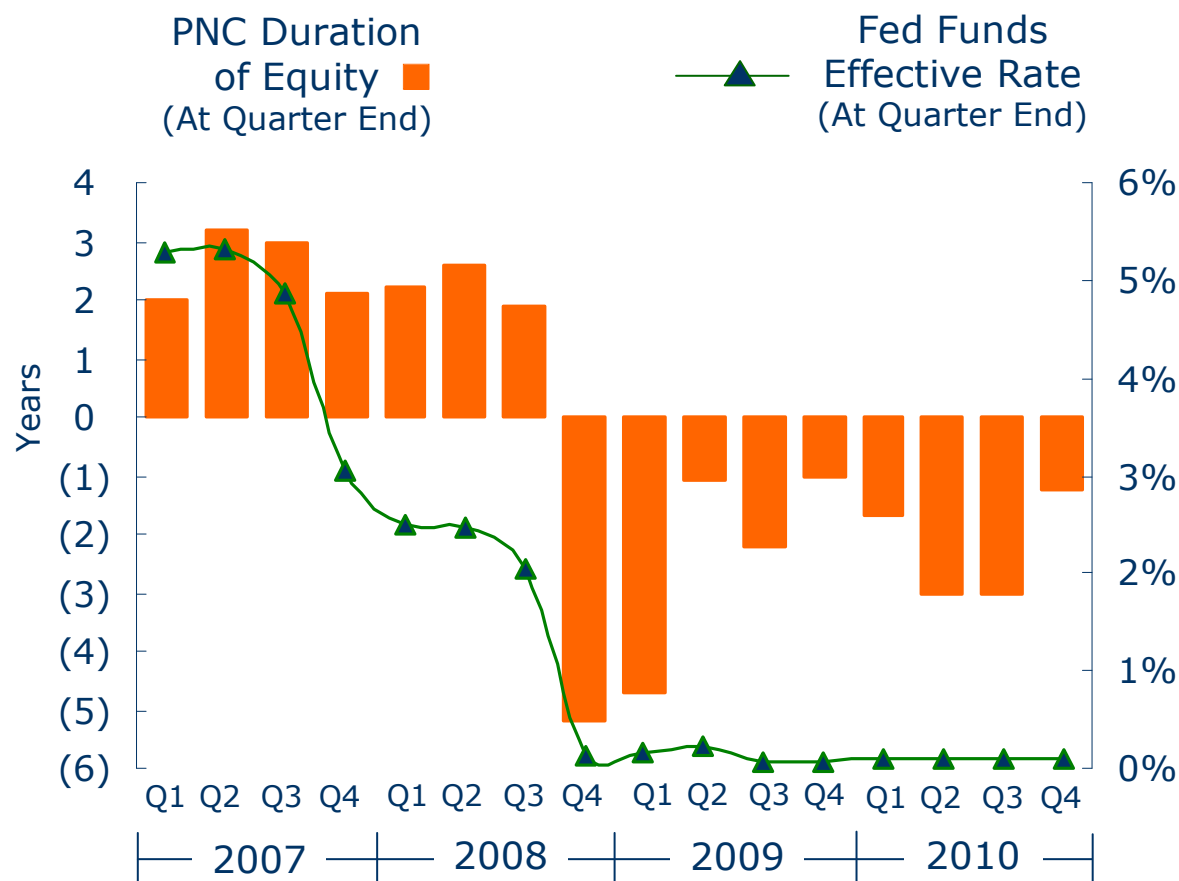


Selected tier 1 market as a multiple of baseline

- ▶ 85% of Corporate Banking relationship managers sold to a new name in 2010
- ▶ All relationship managers cross-sold in 2010
- ▶ Under-penetrated markets represent opportunity for new client acquisition and cross-selling

PNC's Balance Sheet Is Positioned to Support Our Clients

*Positioned
to Navigate
the
Environment*



PNC 4Q10 NII Sensitivity

Effect on NII in 1st year from gradual interest rate change over following 12 months

100 bps increase +0.8%

100 bps decrease (2.4%)¹

Effect on NII in 2nd year from gradual interest rate change over preceding 12 months

100 bps increase +3.4%

100 bps decrease (6.0%)¹

(1) Given the inherent limitations in certain of these measurement tools and techniques, results become less meaningful as interest rates approach zero.

Transitioning Capital Management

*Positioned
to Navigate
the
Environment*

Pre-crisis

- ▶ Economic capital
- ▶ Basel I
- ▶ Migrating to Basel II

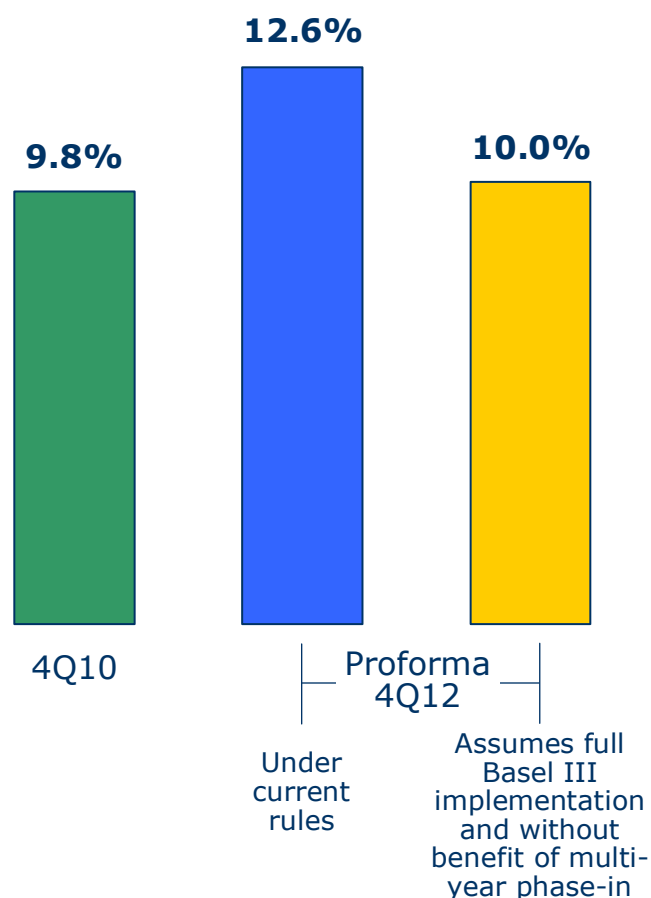
Post-crisis

- ▶ Economic capital being integrated into Basel II
- ▶ Basel III regulatory capital requirements to replace Basel I
- ▶ Basel II and scenario stress testing
- ▶ Linkage between capital and parent company liquidity management

Possible Impact of Basel III for PNC

*Positioned
to Navigate
the
Environment*

Tier 1 common ratio¹



Capital management policy considerations for PNC

- ▶ Basel III limits for Tier 1 common and Tier 1 risk-based will become binding regulatory constraints when final
- ▶ PNC has revised internal policies to target near-term compliance (which assumes immediate implementation)
- ▶ Cushion amounts beyond Basel III limits will be a function of multiple inputs
- ▶ Issues such as “systemically important” have not yet been resolved

Ratios are estimated. Proforma assumptions may change. Proforma assumes current common stock dividend of \$.10 per share per quarter and no common stock repurchase. Assumed 2011 net income of \$3.0 billion and 2012 net income of \$3.4 billion from First Call mean estimate as of January 21, 2011. The First Call mean estimate is used for illustrative purposes only and does not necessarily reflect management's expectations and may not reflect actual results. Proforma estimates are subject to change depending on final Basel III rules and final regulatory implementation. Basel III proforma assumptions are based on rules in current form and also include lower deferred tax assets and subinvestment grade securities at the end of 2012 and the impact of mortgage servicing rights and the after-tax treatment of our BlackRock investment.



Summary

- ▶ PNC has a powerful franchise that achieved record results in 2010
- ▶ PNC's businesses have momentum and are positioned to capture high quality growth opportunities
- ▶ PNC is well positioned to navigate the economic and regulatory environment

PNC Continues to Build a Great Company.

Cautionary Statement Regarding Forward-Looking Information

Appendix

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We also make statements in this presentation, and we may from time to time make other statements, regarding our outlook or expectations for earnings, revenues, expenses, capital levels, liquidity levels, asset quality and/or other matters regarding or affecting PNC that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act. Forward-looking statements are typically identified by words such as “believe,” “plan,” “expect,” “anticipate,” “intend,” “outlook,” “estimate,” “forecast,” “will,” “should,” “project,” “goal” and other similar words and expressions. Forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time.

Forward-looking statements speak only as of the date they are made. We do not assume any duty and do not undertake to update our forward-looking statements. Actual results or future events could differ, possibly materially, from those that we anticipated in our forward-looking statements, and future results could differ materially from our historical performance.

Our forward-looking statements are subject to the following principal risks and uncertainties. We provide greater detail regarding some of these factors in our 2009 Form 10-K and 2010 Form 10-Qs, including in the Risk Factors and Risk Management sections of those reports, and in our subsequent SEC filings. Our forward-looking statements may also be subject to other risks and uncertainties, including those that we may discuss elsewhere in this presentation or in our filings with the SEC, accessible on the SEC’s website at www.sec.gov and on or through our corporate website at www.pnc.com/secfilings. We have included these web addresses as inactive textual references only. Information on these websites is not part of this document.

- Our businesses and financial results are affected by business and economic conditions, both generally and specifically in the principal markets in which we operate. In particular, our businesses and financial results may be impacted by:
 - o Changes in interest rates and valuations in the debt, equity and other financial markets.
 - o Disruptions in the liquidity and other functioning of financial markets, including such disruptions in the markets for real estate and other assets commonly securing financial products.
 - o Actions by the Federal Reserve and other government agencies, including those that impact money supply and market interest rates.
 - o Changes in our customers’, suppliers’ and other counterparties’ performance in general and their creditworthiness in particular.
 - o A slowing or failure of the moderate economic recovery that began in mid-2009 and continued throughout 2010.
 - o Continued effects of the aftermath of recessionary conditions and the uneven spread of the positive impacts of the recovery on the economy in general and our customers in particular, including adverse impact on loan utilization rates as well as delinquencies, defaults and customer ability to meet credit obligations.
 - o Changes in levels of unemployment.
 - o Changes in customer preferences and behavior, whether as a result of changing business and economic conditions, climate-related physical changes or legislative and regulatory initiatives, or other factors.
- Turbulence in significant portions of the US and global financial markets could impact our performance, both directly by affecting our revenues and the value of our assets and liabilities and indirectly by affecting our counterparties and the economy generally.

Cautionary Statement Regarding Forward-Looking Information (continued)

Appendix

- We will be impacted by the extensive reforms provided for in the Dodd-Frank Wall Street Reform and Consumer Protection Act ("Dodd-Frank Act") and ongoing reforms impacting the financial institution industry generally. Further, as much of the Dodd-Frank Act will require the adoption of implementing regulations by a number of different regulatory bodies, the precise nature, extent and timing of many of these reforms and the impact on us is still uncertain.
- Financial industry restructuring in the current environment could also impact our business and financial performance as a result of changes in the creditworthiness and performance of our counterparties and by changes in the competitive and regulatory landscape.
- Our results depend on our ability to manage current elevated levels of impaired assets.
- Given current economic and financial market conditions, our forward-looking financial statements are subject to the risk that these conditions will be substantially different than we are currently expecting. These statements are based on our current view that the moderate economic recovery that began in mid-2009 and continued throughout 2010 will slowly gather enough momentum in 2011 to lower the unemployment rate amidst continued low interest rates.
- Legal and regulatory developments could have an impact on our ability to operate our businesses or our financial condition or results of operations or our competitive position or reputation. Reputational impacts, in turn, could affect matters such as business generation and retention, our ability to attract and retain management, liquidity, and funding. These legal and regulatory developments could include:
 - o Changes resulting from legislative and regulatory responses to the current economic and financial industry environment.
 - o Other legislative and regulatory reforms, including broad-based restructuring of financial industry regulation (such as that under the Dodd-Frank Act) as well as changes to laws and regulations involving tax, pension, bankruptcy, consumer protection, and other aspects of the financial institution industry.
 - o Unfavorable resolution of legal proceedings or other claims and regulatory and other governmental investigations or other inquiries. In addition to matters relating to PNC's business and activities, such matters may also include proceedings, claims, investigations, or inquiries relating to pre-acquisition business and activities of acquired companies, such as National City.
 - o The results of the regulatory examination and supervision process, including our failure to satisfy the requirements of agreements with governmental agencies.
 - o Changes in accounting policies and principles.
 - o Changes resulting from legislative and regulatory initiatives relating to climate change that have or may have a negative impact on our customers' demand for or use of our products and services in general and their creditworthiness in particular.
 - o Changes to regulations governing bank capital, including as a result of the Dodd-Frank Act and of the so-called "Basel III" initiatives.
- Our business and operating results are affected by our ability to identify and effectively manage risks inherent in our businesses, including, where appropriate, through the effective use of third-party insurance, derivatives, and capital management techniques, and by our ability to meet evolving regulatory capital standards.
- The adequacy of our intellectual property protection, and the extent of any costs associated with obtaining rights in intellectual property claimed by others, can impact our business and operating results.
- Our ability to anticipate and respond to technological changes can have an impact on our ability to respond to customer needs and to meet competitive demands.
- Our ability to implement our business initiatives and strategies could affect our financial performance over the next several years.
- Competition can have an impact on customer acquisition, growth and retention, as well as on our credit spreads and product pricing, which can affect market share, deposits and revenues.

Cautionary Statement Regarding Forward-Looking Information (continued)

Appendix

- Our business and operating results can also be affected by widespread disasters, terrorist activities or international hostilities, either as a result of the impact on the economy and capital and other financial markets generally or on us or on our customers, suppliers or other counterparties specifically.
- Also, risks and uncertainties that could affect the results anticipated in forward-looking statements or from historical performance relating to our equity interest in BlackRock, Inc. are discussed in more detail in BlackRock's filings with the SEC, including in the Risk Factors sections of BlackRock's reports. BlackRock's SEC filings are accessible on the SEC's website and on or through BlackRock's website at www.blackrock.com. This material is referenced for informational purposes only and should not be deemed to constitute a part of this document.

We grow our business in part by acquiring from time to time other financial services companies. Acquisitions present us with risks in addition to those presented by the nature of the business acquired. These include risks and uncertainties related both to the acquisition transactions themselves and to the integration of the acquired businesses into PNC after closing.

Acquisitions may be substantially more expensive to complete (including unanticipated costs incurred in connection with the integration of the acquired company) and the anticipated benefits (including anticipated cost savings and strategic gains) may be significantly harder or take longer to achieve than expected. Acquisitions may involve our entry into new businesses or new geographic or other markets, and these situations also present risks resulting from our inexperience in those new areas.

As a regulated financial institution, our pursuit of attractive acquisition opportunities could be negatively impacted due to regulatory delays or other regulatory issues. In addition, regulatory and/or legal issues relating to the pre-acquisition operations of an acquired business may cause reputational harm to PNC following the acquisition and integration of the acquired business into ours and may result in additional future costs or regulatory limitations arising as a result of those issues.

Any annualized, proforma, estimated, third party or consensus numbers in this presentation are used for illustrative or comparative purposes only and may not reflect actual results. Any consensus earnings estimates are calculated based on the earnings projections made by analysts who cover that company. The analysts' opinions, estimates or forecasts (and therefore the consensus earnings estimates) are theirs alone, are not those of PNC or its management, and may not reflect PNC's or other company's actual or anticipated results.

Non-GAAP to GAAP Reconciliation

Appendix

For the year ended December 31, 2010

In millions except per share data

Net income, diluted EPS, and return on avg. assets, as reported

Adjustments:

Gain on sale of GIS

Integration costs

TARP preferred stock accelerated discount accretion²

Net income, diluted EPS, and return on avg. assets, as adjusted

Adjustments, pretax	Income taxes (benefit) ¹	Net income	Net income attributable to common shareholders	Diluted EPS from net income	Average Assets	Return on Avg. Assets
		\$3,397	\$3,011	\$5.74	\$264,902	1.28%
(\$639)	\$311	(328)	(328)	(.63)		
387	(136)	251	251	.48		
			250	.48		
		\$3,320	\$3,184	\$6.07	\$264,902	1.25%

For the year ended December 31, 2009

In millions except per share data

Net income, diluted EPS, and return on avg. assets, as reported

Adjustments:

Gain on BlackRock/BGI transaction

Integration costs

Net income, diluted EPS, and return on avg. assets, as adjusted

Adjustments, pretax	Income taxes (benefit) ¹	Net income	Net income attributable to common shareholders	Diluted EPS from net income	Average Assets	Return on Avg. Assets
		\$2,403	\$2,003	\$4.36	\$276,876	0.87%
(\$1,076)	\$389	(687)	(687)	(1.51)		
421	(147)	274	274	.60		
		\$1,990	\$1,590	\$3.45	\$276,876	0.72%

PNC believes that information adjusted for the impact of certain items may be useful due to the extent to which the items are not indicative of our ongoing operations.

(1) Calculated using a marginal federal income tax rate of 35% and includes applicable income tax adjustments. The after-tax gain on the sale of GIS and the after-tax gain on the BlackRock/BGI transaction also reflect the impact of state income taxes.

(2) Represents accelerated accretion of the remaining issuance discount on redemption of the preferred stock in February 2010.

Peer Group of Banks

Appendix

Ticker

The PNC Financial Services Group, Inc.	PNC
BB&T Corporation	BBT
Bank of America Corporation	BAC
Capital One Financial, Inc.	COF
Comerica Inc.	CMA
Fifth Third Bancorp	FITB
JPMorgan Chase	JPM
KeyCorp	KEY
M&T Bank	MTB
Regions Financial Corporation	RF
SunTrust Banks, Inc.	STI
U.S. Bancorp	USB
Wells Fargo & Co.	WFC