

July 14, 2008



# **PFPC Becomes PNC Global Investment Servicing**

## **New Brand Reflects Full Scope of Business Capabilities and Corporate Alignment**

WILMINGTON, Del., July 14 /PRNewswire-FirstCall/ -- The PNC Financial Services Group, Inc. (NYSE: PNC) announced today that its PFPC business unit has been renamed PNC Global Investment Servicing.

"Our new name reflects PNC's investment in our business and illustrates PNC's commitment to our shared vision for growth," said Timothy G. Shack, chairman, PNC Global Investment Servicing. "It also affirms that PNC provides a comprehensive range of financial services worldwide."

In Europe, PFPC International Limited will now operate as PNC Global Investment Servicing (Europe) Limited and PFPC Bank Limited as PNC International Bank Limited. ADVISORport, Albridge Solutions, Inc. and Coates Analytics, LP will retain their respective naming architecture as PNC companies. In addition, PFPC Distributors, Inc. and PFPC Trust Company will continue doing business under their current names.

"This new brand reinforces our continuing strategy to evolve our business model," said Stephen M. Wynne, chief executive officer, PNC Global Investment Servicing. "We have retained our leadership position within the U.S. processing business and expanded our international operations. Recently we added new and unique business intelligence and analytics services that allow us increasingly to serve as an information provider as well as an information processor."

For more information about the new brand, please visit a special site at <http://www.pncgis.com/welcome>. Included on this site is a business overview video, an interactive timeline of product and service innovations, fact sheets and executive biographies.

To access the multimedia content associated with this release, please visit <http://www.thenewsmarket.com/PNC>. Media can access broadcast quality video for editorial use, free of charge.

PNC Global Investment Servicing (<http://www.pncgis.com>) is a leading provider of processing, technology and business intelligence services to asset managers, broker/dealers and financial advisors worldwide. PNC Global Investment Servicing offers fund accounting and administration, custody, transfer agency, alternative investment, subaccounting, managed account and wealth management reporting services, representing more than \$2.6 trillion in total assets.

The PNC Financial Services Group, Inc. (<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 investment services.

SOURCE The PNC Financial Services Group, Inc.