

The Chicago Bears Team with PNC Bank as Official and Exclusive Banking Partner

- Team's first-ever naming rights include the 'PNC Center at Halas Hall' and the 'PNC Suites' at Soldier Field
- Community efforts to include Bears Care, multicultural causes, preschool education
- PNC to introduce Bears-themed check card in 2016

CHICAGO, April 21, 2015 – The Chicago Bears today announced a multi-year marketing partnership with PNC Bank. The agreement designates PNC as a Hall of Fame partner and the team's official and exclusive banking partner.

The comprehensive agreement encompasses Soldier Field, Halas Hall, PNC branches and the Chicago community at large. The first-ever naming rights agreement in the team's history will include the "PNC Center at Halas Hall" along with the "PNC Suites" at Soldier Field. The agreement also provides the Bears with PNC's banking and investment services.

"We wanted a banking partner that represented the best fit based on corporate values, strategy and a commitment to the Chicago community. PNC quickly rose to the top of the list," said Ted Phillips, president and CEO of the Bears. "We're confident this relationship will benefit our fans, the community and our two brands."

Scott Swanson, PNC regional president for Illinois, added: "This partnership is a bold move that reflects our determination to make a difference in Chicago. Our association with the iconic and beloved Bears gives us a tremendous platform to tell our story and connect with customers, prospects and this community in a unique and personal way."

Key Elements

Beginning with the 2015 season, fans will experience numerous aspects of the PNC/Bears relationship at Soldier Field, in the community and in other ways.

PNC will be the presenting sponsor of the Bears Care Gala and an associate sponsor of marquee Bears events, RC Cola Training Camp and Meijer Family Fest. As part of the agreement, PNC also will represent the Bears through products, people and marketing. Other elements include:

- Expanded in-stadium presence with ATMs and signage
- PNC Grow Up Great® programs and activities
- Headline sponsor of Spanish language radio game broadcasts
- Integration across Bears website, mobile app and tablet app
- PNC plans to launch a Bears affinity card in 2016 with special discounts and benefits

The association gives PNC official and exclusive status with three of the original NFL teams – the Pittsburgh Steelers, the Cleveland Browns and the Chicago Bears.

One of the founding franchises of the National Football League, the Chicago Bears were established in 1920 as the Decatur Staleys by legendary player, coach and owner, George S. Halas. The team moved to Chicago in 1921 and has gone on to win the most games in league history along with nine championships. The Bears 27 Hall of Famers is the most of any team in the NFL. In the community, the Bears strive to be leaders throughout Chicago and its suburbs by supporting initiatives focused on education, health and fitness, youth football, and volunteerism and civic involvement.

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC (www.pnc.com) is one of the United States' largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.

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