

Grand Slam for Our Region: The PNC Park Agreement

PRNewswire

Executives from The PNC Financial Services Group are available to provide insights into the history of the PNC Park naming rights and marketing agreement, and explain the benefits to PNC shareholders, customers and the community at large:

WHO: James Rohr, President & CEO, The PNC Financial Services Group
Sy Holzer, President, PNC Bank, Pittsburgh
Craig Campbell, Executive Vice President, PNC Bank

WHEN: Weekdays _ Call to schedule interviews
Game Days _ March 31 (Exhibition Game) and April 9 (Home Opener)
PNC executives available any time prior to 1:35 p.m. game time

WHERE: PNC Park, 115 Federal Street, Pittsburgh (interview location as needed)

WHY: Get the reasons for the naming rights agreement, which was reached even before funding was secured to build the ballpark

- Learn how PNC and its shareholders will benefit, along with Pirates fans, from this 20-year business investment
- Get the insight into how PNC Park will generate new business for PNC
- Discover how this corporate agreement will benefit children in the Pittsburgh community

Background

In 1998, partners PNC and the Pittsburgh Pirates announced a 20-year agreement that provides for naming rights, signage, banking facilities, extensive TV and radio exposure along with merchandising and promotional opportunities. The agreement is expected to create 1.5 billion marketing impressions annually for the PNC brand throughout the nation.

"Not only does our PNC Park agreement bring national attention to The PNC Financial Services Group brand, it also provides us with a broad range of marketing, advertising and merchandising opportunities," Rohr said. "This agreement will create real value for PNC customers and shareholders. And our partnership with the Pirates will also, of course, help secure the future of baseball in Pittsburgh for generations to come. That's important for both baseball fans and those committed to the continued revitalization of our region."

PNC Bank is a member of The PNC Financial Services Group, Inc. (NYSE: PNC), headquartered in Pittsburgh. PNC is one of the nation's largest diversified financial services organizations, providing regional banking, corporate banking, real estate finance, asset-based lending, private banking, asset management and global fund services.

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