

PNC Advisors Joins Forces With Boston-Based Firm To Assist Mid-Sized Businesses

PRNewswire

BOSTON, April 23 /PRNewswire Interactive News Release/ -- PNC Advisors, a member of The PNC Financial Services Group (NYSE: PNC) announced today the formation of a strategic alliance with RossFialkow Capital Partners LLC. The alliance should allow RossFialkow to enable the owners of privately held, mid-sized businesses to maximize the value of their companies' assets by providing access to tailored investment resources.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20000307/PHTU015>)

"RossFialkow's extensive experience in business succession planning and venture capital is extremely valuable to PNC Advisors, as we specialize in helping our clients to solve these kinds of important financial matters," said Holly Buffinton, regional president of PNC Advisors.

The two firms will work closely together to provide these business owners with seamless delivery of financial solutions for both their personal and their business needs.

"This strategic alliance will allow our clients to access a broad range of PNC's strategic services, including investment management and risk management," said Jeffrey Ross, Managing Partner of RossFialkow Capital Partners. "We believe that our clients will be able to leverage PNC's top shelf services to meet their wealth management needs."

RossFialkow Capital Partners specializes in providing financial assistance to privately held mid-size businesses, particularly family businesses. The firm was formed in 1999 by Jeffrey Ross and Jay Fialkow, who found that businesses in the mid-size range often are underserved by the existing providers of financial services, as such businesses are often too large for business brokers and too small to attract the attention of the large investment banks. Together, Ross and Fialkow have over 60 years of experience in advising private corporations and their owners.

In other PNC news, VentureBank@PNC recently established a presence in Boston to serve the New England business community. VentureBank@PNC, a member of The PNC Financial Services Group, Inc., provides, through PNC Bank, National Association and its affiliates, a full range of financial solutions, including loans, equity investments, merger & acquisition advisory services, treasury management and private banking products to emerging companies with significant growth potential. It offers creative, flexible capabilities of a boutique investment banking firm coupled with the resources and depth of a large financial services provider.

PNC Advisors is one of the nation's largest wealth managers, with over \$65 billion in assets under management. It provides a full range of tailored investment products and services to affluent individuals and families, including full-service brokerage through J.J.B. Hilliard, W.L. Lyons, Inc., a NASD and SIPC member. PNC Advisors also serves as investment manager and trustee for employee benefit plans, and charitable and endowment assets. Customized wealth management solutions are available at its Boston office, located at 125 High Street.

The PNC Financial Services Group, Inc., headquartered in Pittsburgh, is one of the nation's largest diversified financial services organizations, providing regional banking, corporate banking, real estate finance, asset-based lending, wealth management, asset management and global fund processing services.

The first and second paragraphs of this press release include forward-looking statements within the meaning of the Private Securities Litigation Reform Act with respect to future financial or business performance, conditions, strategies, expectations and goals which are identified by words such as "anticipate," "expect," "plan," "intend," "continue," "maintain," "position," and "provide," by future or conditional verbs such as "will," "would," "should," "could," or "may," or by variations of such words or by similar expressions. PNC cautions that forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Actual results could differ materially from those anticipated in forward-looking statements and future results could differ materially from historical performance. Forward-looking statements speak only as of the date they are made and PNC assumes no duty to update forward-looking statements.

In addition to the factors mentioned elsewhere in PNC's SEC reports, the following factors, among others, could cause actual results to differ materially from forward-looking statements or historical performance: decisions PNC makes with respect to the redeployment of available capital; economic conditions; changes in financial and capital markets; the inability to sustain revenue and earnings growth; changes in interest rates; inflation; changes in values of assets under management and assets serviced; relative investment performance of assets under management; customer acceptance of PNC products and services; customer borrowing, repayment, investment, and deposit practices; customer disintermediation; valuation of debt and equity investments; the inability to successfully manage risks inherent in PNC's business; the introduction, withdrawal, success and timing of business initiatives and strategies; competitive conditions; and the impact, extent and timing of technological changes, capital management activities, and actions of the Federal Reserve Board and legislative and regulatory actions and reforms. PNC's SEC reports, accessible on its website at <http://www.pnc.com/>, identify additional factors that can affect forward-looking statements.

MAKE YOUR OPINION COUNT - Click Here

<http://tbutton.prnewswire.com/prn/11690X57193878>

NewsCom: <http://www.newscom.com/cgi-bin/prnh/20000307/PHTU015>

AP Archive: <http://photoarchive.ap.org/>

PRN Photo Desk, 888-776-6555 or 201-369-3467

SOURCE: PNC Advisors

Contact: Holly Buffinton, 617-443-6397 or holly.buffinton@pncbank.com;
or Mary Lynn Salac, 412-768-5770 or mary.salac@pncbank.com, both of PNC

Website: <http://www.pnc.com/>

Company News On-Call: <http://www.prnewswire.com/comp/701257.html> or fax,
800-758-5804, ext. 701257

<https://pnc.mediaroom.com/index.php?s=3473&item=73901>