

Upper Montclair, NJ Resident Wins \$100,000 Prize in PNC's 'Tell Us Your Story' Sweepstakes

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Patricia DiNapoli of Upper Montclair, N.J., is the \$100,000 grand prize winner of PNC Bank's "Tell Us Your Story" sweepstakes. PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC), also awarded 48 additional \$1,000 weekly prizes throughout the 12-week sweepstakes. Forty-nine prizes were awarded in all with a total cash value of \$148,000.

The "Tell Us Your Story" sweepstakes underscores PNC Bank's commitment to help customers simplify their lives and demonstrate that they are better off at PNC Bank.

The names of both customers and non-customers were automatically submitted in the sweepstakes when they told a PNC financial representative their Customer Story -- their financial needs and goals. PNC awarded four randomly drawn sweepstakes prizes of \$1,000 each week between March 22 and June 7, 2001, and one grand prize of \$100,000 at the end of the sweepstakes.

"At PNC Bank we know the value of sitting down and talking to our customers to get to know their financial needs, desires and aspirations," said John Rees, deposit products manager at PNC Bank. "We take what customers share with us and combine it with what we know to offer financial advice and guidance."

DiNapoli, a PNC customer since 1978, was awarded her prize at the Upper Montclair branch, where she does her banking.

PNC Bank's Regional Community Banking group provides credit, deposit, branch-based brokerage and electronic banking products and services to retail customers as well as credit, treasury management and capital markets products and services to small businesses.

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

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