

Baseball, Hot Dogs and Banking ... PNC Bank Announces New Branch At PNC Park

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Architecture reminiscent of Forbes Field will be combined with the Internet Cafe and access to complete financial services in the new PNC Bank branch at PNC Park, it was announced today. It will be the first-ever bank branch included in a Pittsburgh sports venue.

"The PNC Park branch provides a perfect opportunity to serve all PNC customers, particularly those in the North Side, and attract new customers who work nearby or will spend leisure time around the two new sports facilities and the new development," said Sy Holzer, president of PNC Bank, Pittsburgh.

He added: "PNC has long been a leader in helping to strengthen and grow this region. Our marketing partnership with the Pittsburgh Pirates will benefit Western Pennsylvania by creating a catalyst for continued economic growth and improved quality of life in our region."

Kevin McClatchy, chief executive officer and general managing partner of the Pirates, said a PNC Bank branch will be a valuable addition to the other retail businesses in and around PNC Park that will serve fans and visitors to the North Shore. "Today's announcement creates momentum for further retail development on the North Shore," he said. "PNC Park will help immensely to make Pittsburgh a leading destination for tourism and entertainment because of the ballpark's broad appeal and our superior waterfront location."

Take Me Out to the Branch

The 2,100-square-foot branch, to be open year-round, will be located at 107 Federal Street alongside the other retail businesses incorporated into PNC Park at the North Shore end of the Roberto Clemente Bridge. This growing business district will be a popular spot for game-day fans, downtown commuters and visitors to the area.

The branch's design and decor will be reflective of PNC Park (e.g., limestone exterior and exposed blue steel beams) plus the contemporary look of PNC's branches. Features include:

- Hours: 11:00 a.m. to 7:00 p.m., Monday through Friday; 9:00 a.m. to 1:00 p.m., Saturdays
- Internet Cafe with two computers and free Internet access to PNC services, stock quotes, pirateball.com and other select Web sites
- Customer greeting desk with a full-time representative plus three teller windows
- Eight ATMs throughout the ballpark, including an advanced function ATM (accepts deposits and cashes checks to the penny) outside the branch
- More than 100 Express Storage Boxes for individuals or business owners. These differ from safe deposit boxes because customers hold the only key and get access without a branch employee.

Firsts for Pittsburgh & PNC

"The PNC Park branch is indicative of PNC's approach to customer service, bringing together personal attention with the latest technology for the best value and convenience," said Craig Campbell, executive vice president of PNC Bank. He added that PNC will celebrate PNC Park's inaugural season with special offers, e.g., debit cards and checks with ballpark images, and special offers during Pirates' games.

The PNC Park branch represents the 105th branch in PNC's Western Pennsylvania territory. Among PNC's 750 branch locations in seven states, this is the first incorporated into a sports venue.

Campbell said the grand opening of the PNC Park branch is expected in late March. It will be a "full-service" branch offering consumer services plus business banking, PNC Brokerage and referrals to other services. The new branch will result in the closing of the nearby branch at Allegheny Center. Campbell said all seven employees will be assigned to other nearby branches. The new branch is part of PNC's marketing partnership with the Pirates. In 1998, the partners 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.

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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