

PNC Legacy Project Opens August 2

Museum-quality Multimedia Exhibit Reflects Pittsburgh's Transformation and Recognizes PNC's Commitment to the City

*Interior View of Pittsburgh
Legacy Project Exhibit*

PITTSBURGH, July 30, 2012 – The PNC Financial Services Group, Inc. (NYSE: PNC) announced today the Aug. 2 opening of The PNC [Legacy Project](#)'s newest phase, a multimedia exhibit that reflects Pittsburgh's transformation into one of "America's most livable cities."

The exhibit, which will be free to the public and open Tuesday through Saturday from 11 a.m. to 3 p.m., includes educational displays that highlight the city's culture, commerce and community. Known as the Lantern Building, the 600 Liberty Avenue venue features a green roof that naturally cools the exhibit space and LED lights that illuminate the building's façade after dusk.

The PNC Legacy Project honors, documents and preserves the history of banks that PNC acquires. The stories of these banks are told through interactive displays showcasing distinctive artifacts, graphic images and oral histories. Exhibits in Washington, D.C., Baltimore, Cleveland, Fredericksburg and Annapolis provide insight into bank operations of the past and reveal the intrinsic relationship between those institutions and the communities served.

"The influx of new business, talent and residents speaks to this city's tremendous growth. Pittsburgh's history of hard work and innovative ideas has left an imprint on the region's culture and leadership, fostering a diversified economy and superior quality of life," said James E. Rohr, PNC's chairman and chief executive officer. "This exhibit is a tribute to the individuals who paved a path for today's leaders and to those whose dedication ensures Pittsburgh's continued prosperity."

The Lantern Building will illuminate the gateway to PNC's campus, and more figuratively, shine a light on the region's past and present. Interactive displays include an innovation wall, "Pittsburgh Now and Then," an historical timeline, "Into the Future" and audio recordings from well-known Pittsburghers. These "oral histories" are told from the perspective of Pittsburgh's community, cultural and business leaders, whose personal stories shed light on Pittsburgh's transformation. These leaders include:

- Carol Brown, former executive director of the Pittsburgh Cultural Trust
- Moe Coleman, professor emeritus and founder of the University of Pittsburgh's Institute of Public Policy
- Chuck Cooper III, son of Chuck Cooper II, a former PNC employee and the Duquesne University student-athlete who became the first African American to be drafted by the NBA
- Sean Gibson, founder of the Josh Gibson Foundation
- Marva Harris, retired PNC community development vice president; pivotal figure in opening and sustaining branches in the Hill District
- Max King, former executive director of the Heinz Family Endowments; current executive director of the Fred Rogers Center at St. Vincent's College
- Tom O'Brien, former chairman and CEO of PNC Bank
- Paul O'Neill, former CEO of Alcoa; former U.S. Secretary of Treasury under George W. Bush
- Grant Oliphant, executive director of the Pittsburgh Foundation
- Charles Queenan, retired managing partner of K&L Gates
- Ned Randall, former president of PNC Bank, Pittsburgh
- David Roderick, retired CEO of U.S. Steel
- Rick Sebak, WQED producer and Pittsburgh storyteller
- Rebecca Stauffer, longtime volunteer of PNC Grow Up Great
- Tom Usher, former CEO of U.S. Steel; chairman of Marathon Oil
- Lou and George Zambelli, Zambelli Fireworks
- Arnold Palmer, professional golf champion

Quatrefoil Associates designed the exhibit, Mary Beth Corrigan, Ph.D., curated the exhibit and David O'Neil produced the oral histories. Pittsburgh-based EDGE studio was the project architect, Turner Construction Company was the project construction manager, Cenknor Engineering Associates was the project engineer and PNC Realty Services was the project developer.

To learn more, visit www.pnclegacyproject.com.

To view or download broadcast quality b-roll and images related to this announcement, visit <http://pnc.thedigitalcenter.com>.

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