PNC Is `Official Bank of the Pittsburgh Steelers'; Partnership Means Most ATMs in Sports & Special Offers for Fans

The PNC Financial Services Group (NYSE: PNC) today announced it is a "Founding Partner" with the Pittsburgh Steelers and Heinz Field. Under the agreement, PNC Bank will provide nine automated teller machines and special offers that will enable only PNC customers to show their true Steelers colors with their debit card and other banking products.

"PNC has had a great relationship with the Steelers and the Rooney family for more than 50 years," said James E. Rohr, PNC's chairman, president and chief executive officer. "This is teamwork between two of Western Pennsylvania's most respected organizations, both of which are successful, national brands in their industries -- PNC as a leading financial services company, and the Steelers as one of the best and most popular NFL franchises."

"We are proud to once again have PNC Bank as `The Official Bank of the Pittsburgh Steelers," said Steelers President Dan Rooney. "PNC has been very supportive of our organization and, just as importantly, of our fans and the Western Pennsylvania region as well."

Scoring Points with Customers

Rohr said PNC's "Founding Partner" status and marketing agreement with the Steelers will bring valuable name recognition to the PNC brand. "With guaranteed soldout attendance at Heinz Field and large TV audiences locally and nationally, we will enhance awareness of PNC as a national franchise and as one of Pittsburgh's leading corporations."

Besides receiving recognition as a "Founding Partner" of Heinz Field, PNC's agreement with the Steelers also includes:

-- Partnership: Exclusive rights to be known as "The Official Bank of the Pittsburgh Steelers"
-- ATMs: Sole provider of ATMs at the new 65,000-seat stadium. With nine machines, it is believed to have the most bank-owned ATMs in any U.S. sports facility, offering greater convenience to fans. By comparison, Cleveland Browns Stadium (73,000 seats) has three ATMs and the University of Michigan football stadium (107,000 seats) has four ATMs.
-- Product Offers: PNC customers can get the Steelers' name and logo on debit cards, personal checks and checkbook covers. PNC Bank branch promotions enable new and existing customers the chance at regular-season tickets at the soldout stadium.
-- Branding: PNC signage on the scoreboard and ATMs plus other advertising opportunities.
-- Sponsor: the PNC Bank/Joe Greene Great Performance Award is given to the team's top rookie. Now in its 17th year, the award was presented by Sy Holzer, president, PNC Bank, Pittsburgh, to fullback Dan Kreider during halftime of the August 25 pre-season game.

ATMs: 3,200 and Growing

Now ranked ninth among the nation's ATM owners, PNC now offers more than 3,200 machines throughout the United States. Services offered through the growing network include check cashing to the penny at 230 ATMs and postage stamp purchases at 15 ATMs.

PNC Bank is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). 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, asset management and global fund services.

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