

PNC Names Matt Carter Senior Vice President of Strategic Marketing and Brand Management

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The PNC Financial Services Group, Inc. (NYSE: PNC) announced that Matt Carter has joined the company to serve in the newly created role of senior vice president, strategic marketing and brand management.

Carter, 42, has responsibility for developing strategic marketing initiatives to drive growth, competitive benchmarking, and key brand and advertising messages. He will report to the company's chief marketing officer, Vance LaVelle.

Carter joins PNC from Leap Wireless, where he was responsible for the company's marketing strategy, customer growth and retention efforts. He also served as chief marketing officer at Security First Network Bank, where he launched its new global brand and positioning platform. Carter also held senior marketing and brand management positions at BellSouth Corporation, Coca-Cola and Bristol-Myers Squibb.

Carter earned an undergraduate degree from Northwestern University and his MBA from Harvard University. Carter serves on numerous professional and trade boards.

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

SOURCE: The PNC Financial Services Group, Inc.

CONTACT: Brian E. Goerke of The PNC Financial Services Group, Inc.,
+1-412-762-4550, or corporate.communications@pnc.com

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