

# PNC'S Pittsburgh Childcare Center Earns Prestigious Accreditation; The O'Brien Family Center is Among Select Few to Receive NAEYC Accreditation

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The National Association for the Education of Young Children recently awarded three-year accreditation to The PNC Financial Services Group, Inc. (NYSE: PNC) for The O'Brien Family Center in downtown Pittsburgh.

Only seven percent of early childhood programs nationwide achieve this prestigious recognition. The O'Brien Family Center, PNC's back-up childcare center located in the award-winning PNC Firstside Center on First Avenue, opened in December 2000. The program, the first corporate-sponsored childcare facility in downtown Pittsburgh, serves children ranging in age from six weeks to 13 years.

"We are very proud to display the torch symbol of the National Association for the Education of Young Children," said Bill Rosner, Chief Human Resources Officer of PNC. "Recognition from NAEYC confirms our commitment to providing a high-quality curriculum and a healthy, safe environment in which children can grow and learn -- intellectually, physically, socially and emotionally."

Centers accredited by NAEYC must demonstrate that they provide the following:

- Healthy, safe environment for children
- Developmentally appropriate curriculum for children
- Quality interaction among children and staff
- Sufficient number of adults per children (PNC's ratio of one adult for every three infants and one adult for every four toddlers and pre-schoolers exceeds Pennsylvania requirements)
- Strong communication between parents and staff

NAEYC accreditation, which began in 1985, is a rigorous, voluntary process. Early childhood programs undergo an intensive self-study, collecting information from parents, teachers, administrators and observing in classrooms. A team of national experts visits the sites to review and validate the information and decide if the program should be accredited. If granted, accreditation remains in place for three years.

Parents who look for the NAEYC torch when choosing child care or early education programs for their children will find programs that have made a commitment to excellence for young children and families.

The O'Brien Family Center, named after former PNC Chairman Thomas H. O'Brien and his wife Maureen, was designed by PNC and Bright Horizons Family Solutions with familiar local features, which include: Fort Pitt Loft; Three Rivers Water Table; Smithfield Street Play Bridge; and Downtown Diner. Other features of the 7,500-square-foot center include: computers; library; kitchen; and multi-purpose play area.

The PNC Financial Services Group, Inc., 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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