

PNC Wins Second National Award for Employee Communications Program; Platinum PR Award Is Presented to PNC by PR News

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The PNC Financial Services Group, Inc. (NYSE: PNC) has won a second national award following a highly successful internal communications campaign. The "Platinum PR Award" for employee communications from PR News, an industry trade publication, was presented recently in New York City at an award ceremony aboard the Spirit of the Hudson.

PNC was also honored in June by the Public Relations Society of America with a "Silver Anvil Award of Excellence" for this communication effort.

PNC's internal sales campaign, positioned as "The Chairman's Challenge," involved all 24,000 employees across the corporation. The comprehensive communications effort encouraged employees to refer new customers to PNC. The program, now in its second phase, has generated more than 30,000 new accounts and over \$275 million in new business.

"The Chairman's Challenge has become an enduring part of the sales and service culture at PNC," said R. Jeep Bryant, senior vice president and director of Corporate Communications at PNC. "This latest award recognizes the tangible, ongoing contributions that our employee communication efforts are having on the organization's performance."

PR News annually awards the Platinum PR Awards to recognize communications excellence in a variety of communications and public relations categories. The judging panel, made up of public relations professionals from across the country, voted on hundreds of submissions for these prestigious awards.

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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