

PNC Bank To Launch New Credit Card Program on Sept. 1 for Consumers and Small Business

Features include: attractive terms, no annual fees, generous rewards

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PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC), today announced it will launch a new credit card program Sept. 1 for its consumer and small business customers.

The PNC Bank Select Rewards Visa Platinum Card will be available for its individual customers and the PNC Bank Platinum Business Rewards MasterCard will be offered to small businesses throughout its retail banking markets. Features of these two cards will include:

- Attractive rates, including zero percent annual percentage rate (APR) on balance transfers (with no fee) and purchases for 12 months
- Identity theft protections and zero fraud liability
- Live customer service representatives available 24x7
- Generous rewards program

"Our strategy is to be the preferred payments provider for our customers," said Joseph C. Guyaux, president of PNC. "Whether customers use the PNC debit card, online banking, merchant services or new credit card, we now have positioned ourselves to provide a comprehensive approach to payments and build on our customers' relationship with PNC as their primary bank."

Other Features

Consumer and business customers opening a new PNC Bank Credit Card will receive a \$50 statement credit with their first purchase plus other benefits to make banking easier and more convenient. Besides the previously listed features, others include:

- No overdraft protection set-up fees or transaction fees for 12 months
- 25-day grace period
- Purchase return protection
- Extended warranties
- No annual fee

Additionally, with the business card, owners can establish cards for all of their employees and have the ability to set spending limits on individual cards.

PNC's credit card program will be serviced by the credit card processing division of U.S. Bank.

The PNC Financial Services Group, Inc. (www.pnc.com) is one of the nation's largest diversified financial services organizations providing retail and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

SOURCE: PNC Bank

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Web site: <http://www.pnc.com/>

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