

PNC Wins Silver Anvil Award From PRSA For Employee Communications Program

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The PNC Financial Services Group, Inc. (NYSE: PNC) has been awarded the prestigious Silver Anvil Award by the Public Relations Society of America as the result of a highly successful internal communications campaign.

PNC's Corporate Communications Department was honored June 6 in New York City with one of PRSA's 47 "Silver Anvil Awards of Excellence" for 2001. The award was in the "Internal Communications" category for the entry entitled "PNC Hits Grand Slam as Employees Pitch PNC."

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. More than 60 percent of PNC's non-sales employees referred new business, resulting in thousands of new accounts and \$100 million in new business.

"This award demonstrates how the goals of an organization, the organizational culture and the public relations team can be aligned to create breakthrough results that benefit the bottom line," said R. Jeep Bryant, senior vice president and director of Corporate Communications at PNC. "The PRSA's recognition of this success at PNC is a tribute to the innovation, dedication and accomplishments of everyone who contributed to this communications effort."

PRSA annually awards the Silver Anvil to recognize the very best in strategic public relations planning and execution. Winning programs demonstrate creativity, skillfulness and resourcefulness, and meet the highest standards of four phases of a public relations program: research, planning, execution and evaluation. A panel of 125 judges, including public relations professionals, determines the award-winning programs.

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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