

PNC Financial Services Group Names Deutsch as Advertising Agency Of Record

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(NYSE:PNC)

PITTSBURGH, June 8 /[PRNewswire-FirstCall](#)/ -- The PNC Financial Services Group, Inc. (NYSE: PNC) today announced the selection of Deutsch Inc. as its advertising agency of record for creative, strategic and media buying responsibilities.

Deutsch, a subsidiary of the Interpublic Group of Companies, is headquartered in New York and ranked among the world's leading agencies. In January, Deutsch was named to the *Advertising Age* A-List and the 2008 agency of the year by the *Delaney Report*.

"With the acquisition of National City Corp., our company has doubled in size at a time of great challenge in the financial services industry," said Karen Larrimer, PNC's chief marketing officer. "We are confident Deutsch has the experience and capabilities to be a strong, strategic partner as we seek new and innovative ways to serve our customers, prospects, and communities through traditional and interactive mediums."

"PNC is successful because of a customer-focused strategy that emphasizes doing what's right for all of its key stakeholders," said Val DiFebo, president of Deutsch. "Our goal will be to translate those attributes that characterize PNC's brand of ease, confidence and achievement into highly impactful and motivational drivers for the business -- in a bold way."

The selection process was managed by The Bedford Group, an Atlanta-based marketing management consulting firm.

About Deutsch

Deutsch is a multi-disciplinary marketing communications agency known for its insatiable culture and ability to drive bottom-line business results for clients. Deutsch clients include Johnson & Johnson, Kodak, DIRECTV, IKEA, and Anheuser-Busch InBev.

About PNC

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; residential mortgage 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.

CONTACTS:

PNC Financial Services Group, Inc.	Deutsch Inc.
Patrick McMahon	Vonda LePage
(412) 762-2477	(212) 981-7680
patrick.mcmahon@pnc.com	Vonda.lepage@deutschinc.com

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