

PNC Bank Debuts New Green Branch® Location In Greater Cleveland at Detroit And Crocker In Westlake

Community Celebration to Show off Green Branch® Set for July 17

WESTLAKE, Ohio, July 14, 2010 – PNC Bank is celebrating the opening of its new environmentally friendly Detroit Crocker branch at 2015 Crocker Road, across from Crocker Park. The new [Green Branch®](#) location is the first bank branch in the region to be constructed according to U.S. Green Building Council standards and is anticipated to be the first green certified building in Westlake.

“PNC is committed to fostering growth in this community - and to growing with it,” said Richard Lewis, PNC retail market manager. “The debut of our new Detroit Crocker branch with its environmentally friendly design is a tangible example of our company’s work over the past decade to integrate environmental responsibility into our day-to-day business practices.”

The Green Branch will enable PNC to lower costs, increase efficiency and productivity. PNC was the first major U.S. bank to design and build environmentally friendly Leadership in Energy and Environmental Design (LEED™) certified bank branches and is the only bank permitted to use the term Green Branch based on the registered trademark granted by the U.S. Patent & Trademark Office. The trademark is affirmation of PNC’s leadership and commitment to green business practices since 1998. To date, PNC has more newly constructed LEED-certified green buildings (74) than any company in the world.

PNC’s Detroit and Crocker branch bank is pursuing a LEED rating from the U.S. Green Building Council in which the project anticipates receiving recognition for the following green building measures: More than 20 percent of materials selected for use at the branch are locally manufactured and over 10 percent are made from recycled or green materials. In addition, 75 percent of construction waste was diverted from the waste stream. The project has been designed to reduce overall energy use by 17.5 percent, and water usage by over 40 percent compared to industry standards.

Locally, PNC Bank completed conversion of former National City Bank branches in April 2010, for which new signage was installed at more than 120 area branches and its local headquarters featuring energy-efficient LED technology and recycled/recyclable materials. PNC aims to save about 4.6 million kilowatt hours a year - enough electricity to power 406 homes annually.

Community Celebration

PNC will welcome customers and the community to a grand opening celebration complete with free food, entertainment, games, a celebrity guest and prizes for the whole family on Saturday, July 17, from 10 a.m. to 2 p.m. The event also will feature a free money giveaway in which the first 100 people in line will receive an envelope that may include up to \$100. One lucky person will walk away with \$100.

The Cleveland Browns’ Joshua Cribbs will meet visitors and sign autographs from 12:30 to 1:30 p.m. Other activities include: free food; the PNC Prize Cube, PNC Craft Corner, PNC’s Virtual Wallet® College Corner

and PNC's Grow Up Great® program; a face painter, caricaturists and a magician; free photo favors; a moon bounce; free samples from Becker's Bakery; story time by the Westlake Library; child ID kits from the Westlake Police Department; a fire truck display by the Westlake Fire Department; and a misting tent. In addition, participants may enter to win a \$500 Crocker Park Gift Card.

At Your Service

Branch Manager Bryan Skolny and the rest of the PNC Bank team will welcome area residents and host tours of this new Green Branch® location.

"This new branch is an investment by PNC in the health and vitality of this community," Skolny said. "We want our customers to bank with ease and confidence and we pledge to always act in their best interest to achieve their financial goals."

With the recent completion of the conversion of National City branches, PNC Bank's network has grown to more than 2,550 branch locations and 6,400 ATMs to serve its customers. The new Detroit Crocker branch includes the following features and amenities:

- **Convenient Hours:** Open Monday through Thursday from 9 a.m. to 4:30 p.m., Friday from 9 a.m. to 6 p.m. and Saturday from 9 a.m. to 1 p.m. Drive-thru service is available Monday through Thursday from 8:30 a.m. to 5 p.m., Friday from 8:30 a.m. to 6 p.m. and Saturday from 8:30 a.m. to 1 p.m.
- **Customer Service:** As customers enter the branch, a PNC representative can expeditiously handle many needs or quickly direct the customer. The courtesy coffee bar provides refreshments and a place to relax and talk.
- **Advanced Technology:** The Internet Café provides computers with web access to conduct PNC online banking. LCD TV screens display business-related news and information.
- **Business Banking Center:** Small business owners and entrepreneurs can meet with a specialist to discuss business and banking needs.

With its extensive branch and ATM network, phone and online banking access, PNC provides customers with convenient access to their accounts and financial services around the clock.

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