

PNC Named To Working Mother 100 Best Companies For Ninth Year

– Expansion of Family-friendly Benefits During Periods of Economic Challenge and Increased Business Demands Distinguishes 100 Best Companies from National Standards –

PITTSBURGH, Sept. 14, 2010 —The [PNC Financial Services Group](#), Inc. (NYSE: PNC), has been selected one of the nation's 2010 [Working Mother 100 Best Companies](#), recognizing efforts to improve the lives of working families. Its ninth consecutive year for such distinction, PNC is acknowledged, in part, for expansion of existing [work/life benefits](#), recognition programs and communication tools to ease the significant impact of economic and cultural changes.

As a result of PNC's acquisition of the former National City Bank in 2008, 2009 was a year of transition. New communication tools and enhanced internal surveys and monitoring were critical for preparing employees for operational and cultural changes in a combined organization that doubled the number of employees, customers and geography in which PNC operates.

"Our goal is to create a work environment where every employee can achieve on the job and in their personal lives. Doing so in a year of significant organizational growth and economic distress was a challenge," said Kathy D'Appolonia, senior vice president and manager of Workplace Solutions. "We greatly value this recognition by Working Mother magazine of PNC's efforts to provide a wide array of work/life programs and enhanced communications efforts to help our employees and their families during this transition year."

PNC program enhancements included:

- Early roll-out of its Just In Case Care, the back-up child, adult and elder care programs, to coincide with periods when employees would experience long work days and busy weekends while converting customer accounts and branches to a single technology platform and brand; the program experienced a 151 percent increase in usage last year.
- Merging benefits programs that resulted in changes to the short-term disability policies, facilitating longer paid maternity leave.
- Expansion of the PNC pension plan to all employees, including those legacy National City employees who had not been eligible for a pension plan previously, significantly benefitting 40 percent of legacy National City employees by providing them with additional retirement savings beyond the 401(k) plan.

This year marks the 25th anniversary of Working Mother magazine's signature research initiative, Working Mother 100 Best Companies.

"Twenty-five years ago, we made a bold decision to launch our Best Companies initiative and challenge businesses to address the unique needs of working mothers," said Carol Evans, president, Working Mother

Media. “The immense influx of women into the workforce demanded changes in workplace culture as companies strove to keep working moms’ talent and loyalty. Today, we celebrate our winners’ untiring commitment to their employees through an impressive array of programs.

This highly competitive, prestigious award is presented annually by Working Mother Magazine as a benchmark for work/life and family-friendly practices in corporate America. On the award’s 25th anniversary, the magazine focused on companies that are expanding work/life benefits, despite an economic recession, to include benefits for adoptive parents, fathers and grandparents as well as working mothers.

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 and asset management. Follow [@PNCNews](https://twitter.com/PNCNews) on Twitter for breaking news, updates and announcements from PNC.

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