

# PNC Bank Expands New York Presence Through New Green Branch®

*Penn Plaza Location Complements Inaugural Branch at Madison Ave*

*PNC Also Announces Green Wall Sponsorship at American Cancer Society's Hope Lodge*

NEW YORK, N.Y., Oct. 18, 2010 – PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC) announced today the expansion of its Manhattan presence with the opening of its second [Green Branch®](#) in New York City. Located at 11 Penn Plaza, the branch is designed based on U.S. Green Building Council (USGBC) standards and supports a diverse client base, including the New York and New Jersey commuter population and business banking clients with offices in both states.

The Penn Plaza branch further extends PNC's commitment to serving New York area clients. The location complements an automated teller machine at the New Jersey Transit terminal within Penn Station and a Green Branch® at 340 Madison Ave. that also serves as home several floors above to the firm's real estate finance, capital markets and business credit groups.

"The addition of our second New York City branch builds on the success we experienced with our debut location in 2009," said Neil F. Hall, executive vice president, retail banking, PNC. "The Penn Plaza branch provides greater convenience for our growing customer base to access our services and, fittingly, places Pennsylvania's largest bank just steps away from Penn Station."

The Penn Plaza Green Branch® location is designed and built to USGBC LEED-CI (commercial interiors) standards, recognizing high-performance green interiors that are healthy, productive places to work and have a reduced environment footprint.

In keeping with the firm's environmental commitment, PNC also announced today the sponsorship of a 100 sq.-foot green wall at the American Cancer Society's eco-friendly Hope Lodge located at West 32nd street. The wall, to be constructed on the terrace of the LEED Gold certified building, is expected to be unveiled next spring. The terrace's eco features, which will be anchored by the green wall, provide a stress-free open air environment for patients and their families to relax during their stay at Hope Lodge.

Leading the team of banking professionals at the Penn Plaza location is Julie Smedick, branch manager; and Rich Soleimani and Dan D'Amico, assistant branch managers. Combined, they bring nearly 35 years of retail banking experience to area clients. They direct a group focused on providing an array of financial services, including a wide range of checking accounts; loans and mortgages; investment services; insurance; and small business banking solutions.

PNC Bank's network has grown to more than 2,550 branch locations and 6,400 ATMs to serve its customers. The 11 Penn Plaza branch includes the following features and amenities:

- **Convenient Hours:** Open Monday through Friday from 8 a.m. to 6 p.m., plus a 24-hour ATM and an Electronic Business Center (EBC) to service retail merchants with currency exchange and deposit capabilities 24-hours a day are also available.
- **Customer Service:** As customers enter the branch, a PNC representative can expeditiously handle many needs or quickly direct the customer.

#### **Environmentally Friendly Features**

PNC is the first U.S. bank to design and build environmentally friendly LEED™ certified bank branches in the United States. It 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 (84) than any company in the world.

PNC's green building strategies focus on reducing environmental impact and improving customer and employee comfort and satisfaction by implementing specific green measures. Among other features, more than 50 percent of materials used in PNC's Green Branch® locations are locally manufactured or made from recycled or green materials. The branches are also designed to be 30 to 40 percent more energy efficient, and for PNC's commercial interior projects lighting energy consumption has been reduced by 15 to 25 percent below the standard through the use of an efficient design.

The PNC Financial Services Group, Inc. ([www.pnc.com](http://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 on Twitter for breaking news, updates and announcements from PNC.

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