

**Community Service 2011 Company of the Week: The PNC Financial Services Group, Inc.**

**Week of October 23, 2011**

**PNC Grow Up Great Extension**



*PNC Chairman and Chief Executive Officer James E. Rohr was joined by Elmo and Cookie Monster from “Sesame Street™,” PNC’s partner in early childhood education, as he announced details of “PNC Grow Up Great’s” continued focus on math, science, the arts and financial education.*

The PNC Financial Services Group, Inc. (NYSE: PNC) recently announced the \$250 million extension of *PNC Grow Up Great*, its innovative early childhood education program that has benefited more than 1 million children.

“Research shows that for every \$1 invested in early childhood education, there is as much as a \$16 savings for society,” said PNC Chairman and Chief Executive Officer James E. Rohr. “This additional funding over 10 years allows us to reach more children, parents and teachers during a time of tight federal and state budgets and increased expectations for a skilled workforce.”

As part of the program extension, PNC also announced a \$7 million expansion of its current preschool science initiative to new markets it serves. The combined initiatives will have provided \$13 million for inquiry-based science education funding for thousands of preschool children in underserved communities.



*Children from the Head Start program at YMCA of Metropolitan Washington will learn lessons in spending, sharing and saving as part of a financial education program made possible by a partnership between PNC and Sesame Workshop.*

PNC Grow Up Great's latest program, a financial education initiative for preschoolers, is distributing \$5 million in grants to several libraries and social service non-profit organizations to facilitate instruction. The lessons are based on "For Me, for You, for Later: First Steps to Spending, Sharing and Saving™," a multi-media bilingual financial education activity kit Sesame Workshop, the nonprofit organization behind *Sesame Street*™, created for PNC.

Separate online financial education instruction is also available as part of "S Is for Savings," a new PNC children's savings account that informs and entertains. Its interactive functions utilize Sesame Street characters to reinforce a basic understanding of spending, saving and sharing and leverage the lessons of "For Me, for You, for Later."

For more information, please visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com).

Congratulations The PNC Financial Services Group, Inc.!