

PNC FINANCIAL SERVICES GROUP INC  
Form FWP  
August 04, 2010

Filed Pursuant to Rule 433

Registration Nos. 333-164364

333-164364-01

August 4, 2010

**PNC FUNDING CORP**

**\$750,000,000 4.375% SENIOR NOTES DUE AUGUST 11, 2020**

Unconditionally Guaranteed by

The PNC Financial Services Group, Inc.

**Summary of Terms for Issuance**

|                             |                                                                                                                                         |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Issuer:                     | PNC Funding Corp                                                                                                                        |
| Guarantor:                  | The PNC Financial Services Group, Inc.                                                                                                  |
| Security:                   | 4.375% Senior Notes due August 11, 2020                                                                                                 |
| Ranking:                    | Senior                                                                                                                                  |
| Expected Security Ratings:* | A3 / A / A+ (Moody s / S&P / Fitch)                                                                                                     |
| Principal Amount:           | US\$ 750,000,000                                                                                                                        |
| Price to Investors:         | 99.456% of face amount                                                                                                                  |
| Minimum Denomination /      |                                                                                                                                         |
| Multiples:                  | \$2,000 / multiples of \$1,000 in excess thereof                                                                                        |
| Trade Date:                 | August 4, 2010                                                                                                                          |
| Settlement Date:            | August 11, 2010 (T+5)                                                                                                                   |
| Maturity:                   | August 11, 2020                                                                                                                         |
| Coupon:                     | 4.375% per annum                                                                                                                        |
| Interest Payment Dates:     | Semi-annually in arrears on February 11 and August 11 of each year, commencing on February 11, 2011 to and including the maturity date. |
| Day Count:                  | 30/360                                                                                                                                  |
| Reference Benchmark:        | 3.500% UST due May 15, 2020                                                                                                             |
| Reference Benchmark Yield:  | 2.943%                                                                                                                                  |
| Spread to Benchmark:        | + 150 bps                                                                                                                               |
| Re-offer Yield:             | 4.443%                                                                                                                                  |
| CUSIP/ISIN:                 | 693476 BL6 / US693476BL68                                                                                                               |

## Edgar Filing: PNC FINANCIAL SERVICES GROUP INC - Form FWP

---

Joint Book-Running                      Banc of America Securities LLC

Managers:                                      J.P. Morgan Securities Inc.

Co-Managers:                                Morgan Stanley & Co. Incorporated

                                                          PNC Capital Markets LLC

\* Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time. PNC Funding Corp and The PNC Financial Services Group, Inc. have filed a registration statement (including a prospectus and preliminary prospectus supplement) with the SEC for the offering to which this communication relates. Before you invest, you should read each of these documents and the other documents filed with the SEC and incorporated by reference in such documents for more complete information about PNC Funding Corp, The PNC Financial Services Group, Inc. and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, you may obtain a copy of these documents by calling Banc of America Securities LLC at (800) 294-1322 or J.P. Morgan Securities Inc. collect at (212) 834-4533.

Any disclaimers or other notices that may appear below are not applicable to this communication and should be disregarded. Such disclaimers were automatically generated as a result of this communication being sent via Bloomberg or another email system.