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**THE PNC FOUNDATION PROVIDES \$1 MILLION IN GRANTS TO 23 GROUPS
IN THE GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY REGION**

PNC Arts Alive initiative makes visual and performing arts more accessible

PHILADELPHIA, PA, July 14, 2009 – Area residents will have more opportunities to enjoy the visual and performing arts through grants from The PNC Foundation to 23 local arts organizations. The combined \$1 million in grants will increase access to the arts through free public performances, ticket subsidies, innovative programming for young audiences and education outreach for underserved people.

The support is part of PNC Arts Alive, a five-year, \$5 million investment from The PNC Foundation, which receives its principle funding from The PNC Financial Services Group (NYSE: PNC). The goal is to help area residents gain access to the arts, and help arts organizations expand and engage audiences.

More than 200 grant applications were received from visual and performing arts organizations throughout Greater Philadelphia and Southern New Jersey.

“We asked for bold ideas and the response was immediate and far-reaching,” said Bill Mills, regional president of PNC for Philadelphia and Southern New Jersey. “This region is going to see energetic and highly creative performances in unexpected places, free programs and subsidized tickets for families who could not otherwise afford to attend, innovative programs for high school and college-aged students and education and engagement for those who rarely have access to the arts.”

PNC Arts Alive grant recipients cover a full range of disciplines including classical music, dance, film, folk art, performing arts, theater and visual arts. The initiative doubles The PNC Foundation’s investment in arts programming in the Philadelphia & Southern New Jersey region at a time when the shrinking economy has become one of the biggest challenges for non-profit arts organizations. Thirty five percent of non-profit organizations said corporate contributions are down, according to a recent survey by the Greater Philadelphia Cultural Alliance.

“The PNC Foundation has a long history of providing grants to non-profit organizations that strengthen and enrich the lives of our neighbors,” Mills continued. “We understand the valuable return that investing in the arts can deliver. Today more than ever, the businesses we attract, the jobs we create and the visitors who extend their stay are drawn by what the Greater Philadelphia and Southern New Jersey region has to offer.”

Visit www.pncartsalive.com for the complete listing of grant recipients and more information on PNC Arts Alive.

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; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

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