

PNC FINANCIAL SERVICES GROUP INC
Form FWP
September 15, 2011

Filed Pursuant to Rule 433

Registration Nos. 333-164364

333-164364-01

September 14, 2011

PNC FUNDING CORP

\$1,250,000,000 2.70% SENIOR NOTES DUE SEPTEMBER 19, 2016

Unconditionally Guaranteed by

The PNC Financial Services Group, Inc.

Summary of Terms for Issuance

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|---------------------------------|--|
| Issuer: | PNC Funding Corp |
| Guarantor: | The PNC Financial Services Group, Inc. |
| Security: | 2.70% Senior Notes due September 19, 2016 |
| Ranking: | Senior |
| Expected Security Ratings:* | A3 / A / A+ (Moody's / S&P / Fitch) |
| Principal Amount: | US\$ 1,250,000,000 |
| Price to Investors: | 99.879% of face amount |
| Minimum Denomination/Multiples: | \$2,000 / multiples of \$1,000 in excess thereof |
| Trade Date: | September 14, 2011 |
| Settlement Date: | September 19, 2011 (T+3) |
| Maturity: | September 19, 2016 |
| Optional Redemption Date: | Redeemable, in whole or in part, by the Issuer on or after the 30th day prior to the maturity date at 100% of the principal amount of the Senior Notes, plus accrued and unpaid interest thereon to the redemption date. |
| Coupon: | 2.70% per annum |
| Interest Payment Dates: | Semi-annually in arrears on March 19 and September 19 of each year, commencing on March 19, 2012 to and including the maturity date. |
| Day Count: | 30/360 |
| Reference Benchmark: | 1.00% UST due August 31, 2016 |
| Reference Benchmark Yield: | 0.876% |

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|------------------------------|---------------------------------------|
| Spread to Benchmark: | 185 basis points |
| Re-offer Yield: | 2.726% |
| CUSIP/ISIN: | 693476BM4 / US693476BM42 |
| Joint Book-Running Managers: | Merrill Lynch, Pierce, Fenner & Smith |

Incorporated

J.P. Morgan Securities LLC

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. Alternatively, you may obtain a copy of these documents by calling Merrill Lynch, Pierce, Fenner & Smith Incorporated at 1-800-294-1322, J.P. Morgan Securities LLC at 1-212-834-4533 or PNC Capital Markets LLC at 412-768-8040.

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