

WHITFORD THOMAS K  
Form 4  
February 10, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
WHITFORD THOMAS K

2. Issuer Name and Ticker or Trading Symbol  
PNC FINANCIAL SERVICES GROUP INC [PNC]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
  
ONE PNC PLAZA, 249 FIFTH AVENUE  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
02/08/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice Chairman

PITTSBURGH, PA 15222-2707

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |        |   |        |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|--------|---|--------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |        |   |        |
| \$5 Par Common Stock            | 02/08/2011                           |  | A <sup>(1)</sup>               |   | 11,000  | A  | \$ 0  | 78,584 | D |        |
| \$5 Par Common Stock            | 01/24/2011                           |  | J <sup>(2)</sup>               | V   | 17  | A  | \$ 60.92  | 67,584 | D |        |
| \$5 Par Common Stock            | 10/24/2010                           |  | J <sup>(2)</sup>               | V   | 19  | A  | \$ 54.14  | 67,567 | D |        |
| \$5 Par Common Stock            | 01/24/2011                           |  | J <sup>(3)</sup>               | V   | 15  | A  | \$  | 10,848 | I | 401(k) |

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|                            |            |  |                  |   |    |       |             |        |      |                |
|----------------------------|------------|--|------------------|---|----|-------|-------------|--------|------|----------------|
| Common<br>Stock            |            |  |                  |   |    | 60.92 |             |        | Plan |                |
| \$5 Par<br>Common<br>Stock | 10/24/2010 |  | J <sup>(3)</sup> | V | 19 | A     | \$<br>54.14 | 10,833 | I    | 401(k)<br>Plan |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) |  |          |
|---|--|---|---|---|---|--|---|---|--|----------|
|   |  |   |   | Code                                    | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares |          |
| Phantom<br>Stock<br>Unit                            | (4)  | 07/24/2010                              |   | J <sup>(5)</sup>                        | V 16  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 16                                     | \$ 60.4  |
| Phantom<br>Stock<br>Unit                            | (4)  | 10/24/2010                              |   | J <sup>(5)</sup>                        | V 18  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 18                                     | \$ 54.14 |
| Phantom<br>Stock<br>Unit                            | (4)  | 01/24/2011                              |   | J <sup>(5)</sup>                        | V 16  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 16                                     | \$ 60.92 |
| Phantom<br>Stock<br>Unit                            | (4)  | 07/24/2010                              |   | J <sup>(7)</sup>                        | V 12  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 12                                     | \$ 60.4  |
| Phantom<br>Stock<br>Unit                            | (4)  | 10/24/2010                              |   | J <sup>(7)</sup>                        | V 13  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 13                                     | \$ 54.14 |
| Phantom<br>Stock<br>Unit                            | (4)  | 01/24/2011                              |   | J <sup>(7)</sup>                        | V 12  | (6) (6)  |   | \$5 Par<br>Common<br>Stock                          | 12                                     | \$ 60.92 |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |               |       |
|---|---------------|-----------|---------------|-------|
|   | Director      | 10% Owner | Officer       | Other |
| WHITFORD THOMAS K<br>ONE PNC PLAZA<br>249 FIFTH AVENUE<br>PITTSBURGH, PA 15222-2707 |               |           | Vice Chairman |       |

## Signatures

|  |            |
|--|------------|
| George P. Long, III, Attorney-in-Fact for Thomas K. Whitford | 02/10/2011 |
| **Signature of Reporting Person                              | Date       |

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- On January 15, 2008, the Personnel and Compensation Committee of the PNC Board of Directors granted an incentive performance unit opportunity to the reporting person. The grant was expressed as a "target" number of share units, and was adjusted for dividend equivalents over the three-year performance period. Subject to the Committee's discretion, the reporting person is eligible to receive shares of PNC common stock (if PNC meets specified performance criteria up to the target level) and/or cash (if the performance criteria exceeds the target level). PNC exceeded the target level performance criteria, which resulted in the vesting of 11,000 shares of PNC common stock.
- (1) Shares of PNC common stock (if PNC meets specified performance criteria up to the target level) and/or cash (if the performance criteria exceeds the target level). PNC exceeded the target level performance criteria, which resulted in the vesting of 11,000 shares of PNC common stock.
  - (2) Dividend reinvestment shares acquired.
  - (3) Dividend reinvestment shares acquired under the PNC Incentive Savings Plan.
  - (4) One phantom stock unit is the economic equivalent of one share of The PNC Financial Services Group, Inc. ("PNC") Common Stock.
  - (5) Phantom Stock Units received as dividend equivalents under the PNC Deferred Compensation Plan.
  - (6) Phantom Stock Units will be settled in cash upon distribution from the reporting person's plan account and generally do not expire.
  - (7) Phantom Stock Units received as dividend equivalents under the PNC Supplemental Incentive Savings Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.