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THE PNC FOUNDATION PROVIDES \$1.5 MILLION THROUGH PNC ARTS ALIVE  
TO SUPPORT VISUAL AND PERFORMING ARTS IN COLUMBUS AREA  
Grants will support audience participation and engagement

COLUMBUS, Ohio, April 6, 2010 — With many arts organizations struggling to obtain funding during these tough economic times, The PNC Foundation is stepping up with a significant new investment to help residents in Columbus and central Ohio gain access to the arts and help organizations expand and engage audiences. The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC), announced today that it is providing a three-year, \$1.5 million investment through the PNC Arts Alive initiative.

Grants of \$25,000 and above will be awarded to qualified arts organizations to support diverse audience participation, fresh and emerging arts programs, value-added public programming and innovative use of technology. Proposals are due May 7, and grants will be announced in September. More information is available at [www.pncartsalive.com](http://www.pncartsalive.com).

"Columbus has a vibrant arts community – our theater performances are regularly sold out, our music scene is among the most diverse in the country, and our original artists have earned us the reputation of indie capital of the world," said Mike Gonsiorowski, regional president of PNC. "We are excited to further contribute to our rich cultural assets through the PNC Arts Alive initiative. Investing in the arts delivers a valuable return to our community, and we're thrilled to introduce the initiative to Ohio to help enrich the community and strengthen the economic vitality of our area."

Julie Henahan, executive director of the Ohio Arts Council agreed, "Business, political and educational leaders see a link between a quality arts environment and a growing, thriving economy. PNC Arts Alive will enhance the quality of life in central Ohio and help celebrate Ohio's creative spirit."

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PNC has collaborated with community arts partners - the Columbus Cultural Leadership Consortium, the Greater Columbus Arts Council, the Ohio Arts Council, the Columbus Association for the Performing Arts (CAPA), and the Columbus Foundation – to bring the PNC Arts Alive initiative to the area.

“PNC has a strong history of supporting the arts in Ohio,” said Nannette Maciejunes, director of the Columbus Museum of Art and chair of the Columbus Cultural Leadership Consortium. “This initiative will help strengthen the arts community, positively contribute to the quality of life in central Ohio, and sustain the future of some arts groups that are having difficulties obtaining funding right now.”

Gonsiorowski added, “This grant program is much more than The PNC Foundation simply writing checks. We will offer useful tools, such as program evaluation, as part of our overall commitment.”

PNC Arts Alive builds on the success of PNC Grow Up Great, a 10-year, \$100 million investment in early childhood education, and advances the company’s mission of community development.

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