

ROHR JAMES E  
Form 4  
March 16, 2010

**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 \*  
ROHR JAMES E

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

3. Date of Earliest Transaction (Month/Day/Year)  
03/12/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman and CEO

(Street)  
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 Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |       |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|-------|
|                                 |                                      |                                                    |                                | (A) or (D)                                                        | Price                                                                               |                                                          |                                   |       |
|                                 |                                      |                                                    |                                | Code                                                              | V                                                                                   | Amount                                                   | (D)                               | Price |

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

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SEC 1474 (9-02)

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

| 1. Title of Derivative | 2. Conversion | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if | 4. Transaction of | 5. Number | 6. Date Exercisable and Expiration Date | 7. Title and Amount of Underlying Securities | 8. Price |
|------------------------|---------------|--------------------------------------|-------------------------------|-------------------|-----------|-----------------------------------------|----------------------------------------------|----------|
|------------------------|---------------|--------------------------------------|-------------------------------|-------------------|-----------|-----------------------------------------|----------------------------------------------|----------|

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| Security (Instr. 3) | or Exercise Price of Derivative Security | any (Month/Day/Year) | Code (Instr. 8) | Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | (Month/Day/Year) | (Instr. 3 and 4) | Security (Instr. 3) |                 |                      |                            |       |
|---------------------|------------------------------------------|----------------------|-----------------|----------------------------------------------------------------------------|------------------|------------------|---------------------|-----------------|----------------------|----------------------------|-------|
|                     |                                          |                      | Code            | V                                                                          | (A)              | (D)              | Date Exercisable    | Expiration Date | Title                | Amount or Number of Shares |       |
| Phantom Stock Unit  | (1)                                      | 03/12/2010           | I(2)            |                                                                            |                  | 282              | (3)                 | (3)             | \$5 Par Common Stock | 282                        | \$ 57 |
| Phantom Stock Unit  | (1)                                      | 01/25/2010           | J(4)            | V                                                                          | 51               |                  | (3)                 | (3)             | \$5 Par Common Stock | 51                         | \$ 54 |
| Phantom Stock Unit  | (1)                                      | 10/26/2009           | J(4)            | V                                                                          | 53               |                  | (3)                 | (3)             | \$5 Par Common Stock | 53                         | \$ 51 |
| Phantom Stock Unit  | (1)                                      | 01/25/2010           | J(5)            | V                                                                          | 110              |                  | (3)                 | (3)             | \$5 Par Common Stock | 110                        | \$ 54 |
| Phantom Stock Unit  | (1)                                      | 10/26/2009           | J(5)            | V                                                                          | 107              |                  | (3)                 | (3)             | \$5 Par Common Stock | 107                        | \$ 51 |

## Reporting Owners

| Reporting Owner Name / Address                                                 | Relationships |           |                  |       |
|--------------------------------------------------------------------------------|---------------|-----------|------------------|-------|
|                                                                                | Director      | 10% Owner | Officer          | Other |
| ROHR JAMES E<br>ONE PNC PLAZA<br>249 FIFTH AVENUE<br>PITTSBURGH, PA 15222-2707 | X             |           | Chairman and CEO |       |

## Signatures

Lori A. Hasselman, Attorney-in-Fact for James E. Rohr  
 Date: 03/16/2010

\_\_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).
- (1) One phantom stock unit is the economic equivalent of one share of The PNC Financial Services Group, Inc. ("PNC") Common Stock.

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- (2) Phantom Stock Units liquidated in the PNC Deferred Compensation Plan, pursuant to a reallocation request.
- (3) Phantom Stock Units will be settled in cash upon distribution from the reporting person's plan account and generally do not expire.
- (4) Phantom Stock Units received as dividend equivalents under the PNC Deferred Compensation Plan.
- (5) 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.

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