

PNC FINANCIAL SERVICES GROUP, INC.  
 Form 4  
 July 23, 2013

**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 \*  
**JOHNSON RICHARD J**

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)  
**07/19/2013**

\_\_\_\_ Director  
 Officer (give title below)  10% Owner  
 Other (specify below)  
**EVP & Chief Financial Officer**

(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 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 or Price		
\$5 Par Common Stock	07/19/2013		M		10,000 A \$ 55.365	105,881	D
\$5 Par Common Stock	07/19/2013		M		20,000 A \$ 53.5	125,881	D
\$5 Par Common Stock	07/19/2013		S		10,000 D \$ 76.5074	115,881	D
\$5 Par Common Stock	07/19/2013		S		20,000 D \$	95,881	D

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Common Stock						76,6147		
\$5 Par Common Stock	07/19/2013		A <sup>(1)</sup>	14,251	A	\$ 0	110,132	D
\$5 Par Common Stock	07/19/2013		F <sup>(2)</sup>	612	D	\$ 76.505	109,520	D
\$5 Par Common Stock	07/19/2013		G	5,220	D	\$ 0	104,300 <sup>(3)</sup>	D
\$5 Par Common Stock							1,803 <sup>(4)</sup>	I
								401(k) Plan

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

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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 Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of
Employee Stock Option (Right-to-Buy)	\$ 53.5	07/19/2013		M	20,000	01/25/2006	01/25/2015	\$5 Par Common Stock	20,000
Employee Stock Option (Right-to-Buy)	\$ 55.365	07/19/2013		M	10,000	07/22/2006	07/22/2015	\$5 Par Common Stock	10,000

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director      10% Owner      Officer      Other

JOHNSON RICHARD J  
ONE PNC PLAZA  
249 FIFTH AVENUE  
PITTSBURGH, PA 15222-2707

EVP & Chief  
Financial  
Officer

## Signatures

Christi Davis, Attorney-in-Fact for Richard J.  
Johnson

07/23/2013

\_\_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) Represents restricted stock units, payable solely in stock, granted under the PNC 2006 Incentive Award Plan. These units have no service requirement, but are subject to transfer and other restrictions that expire on the respective first, second, and third anniversaries of the award date of July 19, 2013.
- (2) Shares have been held to cover the reporting person's tax liability.
- (3) Includes an aggregate of 342 shares acquired by the reporting person through PNC's Employee Stock Purchase Plan subsequent to the date of the reporting person's most recent filing on Form 4.
- (4) The amount of securities beneficially owned represents the number of shares of common stock indirectly held for the account of the reporting person under The PNC Financial Services Group, Inc. ("PNC") Incentive Savings Plan (the "ISP"). Shares of PNC common stock are not directly allocated to ISP participants, but instead are held in a unitized fund, approximately 98% of which consists of PNC common stock, and the remainder of which is invested in a money market fund. The amount of securities beneficially owned reflects 12 shares indirectly acquired for the account of the reporting person under the ISP in transactions exempt from reporting under Rule 16a-3(f)(1)(i)(B) that occurred subsequent to the date of the reporting person's most recent filing on Form 4. The percentage of assets in the unitized fund investment option that are deemed to be invested in PNC common stock may vary from time to time.

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.