

DEMCHAK WILLIAM S  
Form 4  
January 05, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
**DEMCHAK WILLIAM S**

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)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Senior Vice Chairman**

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

3. Date of Earliest Transaction (Month/Day/Year)  
**01/03/2011**

**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	04/26/2010		J(1)	V 2 A \$ 69.23	1,667	I	401(k) Plan
\$5 Par Common Stock	06/30/2010		J(2)	V 164 A 1.23	1,831	I	401(k) Plan
\$5 Par Common Stock	07/24/2010		J(1)	V 3 A \$ 60.4	1,834	I	401(k) Plan
\$5 Par Common Stock	10/24/2010		J(1)	V 3 A \$	1,837	I	401(k) Plan

Edgar Filing: DEMCHAK WILLIAM S - Form 4

Common Stock							54.14			Plan
\$5 Par Common Stock	05/11/2010		G	V	3,000	D	\$ 0	249,042	D	
\$5 Par Common Stock	05/11/2010		G	V	2,000	D	\$ 0	247,042 <sup>(3)</sup>	D	
\$5 Par Common Stock								34,300 <sup>(3)</sup>	I	By GRAT

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.**

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 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 Securities (Instr. 3 and 4)	8. Price or Value of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
Phantom Stock Unit	<u>(4)</u>	01/25/2010		J <sup>(5)</sup>	V 4	<u>(6)</u> <u>(6)</u>	\$5 Par Common Stock	4 \$ 54
Phantom Stock Unit	<u>(4)</u>	04/24/2010		J <sup>(5)</sup>	V 4	<u>(6)</u> <u>(6)</u>	\$5 Par Common Stock	4 \$ 69
Phantom Stock Unit	<u>(4)</u>	07/24/2010		J <sup>(5)</sup>	V 4	<u>(6)</u> <u>(6)</u>	\$5 Par Common Stock	4 \$ 69
Phantom Stock Unit	<u>(4)</u>	10/24/2010		J <sup>(5)</sup>	V 5	<u>(6)</u> <u>(6)</u>	\$5 Par Common Stock	5 \$ 54
Phantom Stock	<u>(4)</u>	01/25/2010		J <sup>(7)</sup>	V 47	<u>(6)</u> <u>(6)</u>	\$5 Par Common	47 \$ 54

Unit								Stock		
Phantom Stock Unit	(4)	04/26/2010	J(7)	V	38	(6)	(6)	\$5 Par Common Stock	38	\$ 69
Phantom Stock Unit	(4)	07/24/2010	J(7)	V	43	(6)	(6)	\$5 Par Common Stock	43	\$ 69
Phantom Stock Unit	(4)	10/24/2010	J(7)	V	49	(6)	(6)	\$5 Par Common Stock	49	\$ 54
Phantom Stock Unit	(4)	01/03/2011	I		3,046	(8)	(8)	\$5 Par Common Stock	3,046	\$ 61

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DEMCHAK WILLIAM S ONE PNC PLAZA 249 FIFTH AVENUE PITTSBURGH, PA 15222-2707			Senior Vice Chairman	

## Signatures

Lori A. Hasselman, Attorney-in-Fact for William S.  
Demchak

01/05/2011

\*\*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).
- (1) Dividend reinvestment shares acquired under the PNC Incentive Savings Plan.
- (2) Shares acquired under the PNC Incentive Savings Plan at various prices ranging from \$51.03 to \$66.99.
- (3) These share amounts reflect a distribution of 15,700 shares from a Grantor Retained Annuity Trust to the Reporting Person that occurred on May 28, 2010.
- (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 Supplemental Incentive Savings 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 Deferred Compensation Plan.
- (8) Pursuant to elections made by the reporting person with respect to compensation earned as an executive officer of PNC, 3,046 phantom stock units became payable in cash on January 3, 2011.

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.