

PNC FINANCIAL SERVICES GROUP, INC.  
 Form 4  
 December 20, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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**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)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/18/2013

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

ONE PNC PLAZA, 249 FIFTH AVENUE

(Street)

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

PITTSBURGH, PA 15222-2707

(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) |   |             |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|-------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |   |             |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |   |             |
| \$5 Par Common Stock            | 12/18/2013                           |  | M <sup>(1)</sup>               | 5,396   | A   | \$ 74.645  | 238,436   | D |             |
| \$5 Par Common Stock            | 12/18/2013                           |  | S <sup>(1)</sup>               | 5,396   | D   | \$ 75.65 <sup>(2)</sup>                                  | 233,040   | D |             |
| \$5 Par Common Stock            |                                      |  |                                |   |   |  | 38,359 <sup>(3)</sup>                                 | I | 401(k) Plan |
| \$5 Par                         |                                      |  |                                |   |   |  | 58,200  | I | By          |

|                      |  |  |  |         |   |                                 |
|----------------------|--|--|--|---------|---|---------------------------------|
| Common Stock         |  |  |  |         |   | Spouse/Trust                    |
| \$5 Par Common Stock |  |  |  | 516     | I | By Daughter                     |
| \$5 Par Common Stock |  |  |  | 13,314  | I | By Daughter's Irrevocable Trust |
| \$5 Par Common Stock |  |  |  | 251,121 | I | By Revocable Trust              |

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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**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) | 8. Amount or Number of Shares |                            |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|----------------------------|
|   |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                         | Amount or Number of Shares |
| Employee Stock Option (Right-to-Buy) Reload | \$ 74.645  | 12/18/2013                           |  | M                              | 5,396   | 05/17/2008 01/06/2014                                    | \$5 Par Common Stock  | 5,396                         |                            |
| Phantom Stock Unit                          | (4)  |                                      |  |                                |   | (4)  | (4)   | \$5 Par Common Stock          | 30,000                     |
| Phantom Stock Unit                          | (4)  |                                      |  |                                |   | (4)  | (4)   | \$5 Par Common Stock          | 70,000                     |

