

Parsley E William III
Form 3
August 30, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF 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 *

Â Parsley E William III

(Last) (First) (Middle)

249 FIFTH AVENUE

(Street)

PITTSBURGH,Â PAÂ 15222

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

08/19/2010

3. Issuer Name **and** Ticker or Trading Symbol

PNC FINANCIAL SERVICES GROUP INC [PNC]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director ____ 10% Owner

☒ Officer ____ Other
(give title below) (specify below)

Executive Vice President

5. 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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

\$5 Par Common Stock

67,869

D

Â

\$5 Par Common Stock

1,196

I

401(k) Plan

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

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.**

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)

4. Conversion
or Exercise
Price of
Derivative

5. Ownership
Form of
Derivative
Security:

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right-to-Buy)	07/21/2009	07/21/2018	\$5 Par Common Stock	25,000	\$ 63.69	D	Â
Employee Stock Option (Right-to-Buy)	01/25/2006	01/25/2015	\$5 Par Common Stock	75,000	\$ 53.5	D	Â
Employee Stock Option (Right-to-Buy)	01/06/2005	01/06/2014	\$5 Par Common Stock	75,000	\$ 54.04	D	Â
Employee Stock Option (Right-to-Buy)	12/18/2004	12/18/2013	\$5 Par Common Stock	25,000	\$ 53.405	D	Â
Phantom Stock Unit	Â <u>(1)</u>	Â <u>(1)</u>	\$5 Par Common Stock	862	\$ <u>(1)</u>	I	Supplemental Incentive Savings Plan
Share Units	Â <u>(2)</u>	Â <u>(2)</u>	\$5 Par Common Stock	58,865	\$ <u>(2)</u>	D	Â
Restricted Share Units	Â <u>(3)</u>	Â <u>(3)</u>	\$5 Par Common Stock	78,302	\$ <u>(3)</u>	D	Â
Restricted Share Units	Â <u>(4)</u>	Â <u>(4)</u>	\$5 Par Common Stock	5,579	\$ <u>(4)</u>	D	Â
Restricted Share Units	Â <u>(5)</u>	Â <u>(5)</u>	\$5 Par Common Stock	1,049	\$ <u>(5)</u>	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Parsley E William III 249 FIFTH AVENUE PITTSBURGH, PA 15222	Â	Â	Â Executive Vice President	Â

Signatures

Lori A. Hasselman, Attorney-in-Fact for E. William
Parsley, III.

08/30/2010

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Constitutes Phantom Stock Units acquired under The PNC Financial Services Group, Inc. ("PNC") Supplemental Incentive Savings Plan.

- (1) Each Phantom Stock Unit represents the right to receive the cash value of one share of PNC common stock upon distribution from the reporting person's account and generally does not expire.

- (2) Each Share Unit represents the right to receive the cash value of one share of PNC common stock on March 31, 2011. The share units represent a portion of the reporting person's salary, net of withholdings and deductions, for pay periods beginning on September 3, 2009 and ending on February 18, 2010, and were issued under PNC's 2006 Incentive Award Plan. For additional information, please see the Current Report on Form 8-K filed by PNC on August 21, 2009.

- (3) Each Restricted Share Unit currently represents the contingent right to receive the cash value of one share of PNC common stock on February 12, 2012.

- (4) Each Restricted Share Unit represents the contingent right to receive the cash value of one share of PNC common stock. The Restricted Share Units vest in 2 equal annual installments beginning February 12, 2011.

- (5) Each Restricted Share Unit represents the contingent right to receive the cash value of one share of PNC common stock. The Restricted Share Units vest on February 14, 2011.

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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