Subject Company: Sterling Financial Corporation
Commission File No. 000-16276

William S. Demchak, Vice Chairman of The PNC Financial Services Group, Inc. ("PNC"), gave a presentation to investors on November 8, 2007 at the BancAnalysts Association of Boston conference in Boston. This presentation was accompanied by a series of electronic slides that included information pertaining to the financial results and business strategies of PNC. The following slides and related material were posted on PNC's website on Thursday, November 8, 2007:



### The PNC Financial Services Group, Inc

### BancAnalysts Association of Boston 26<sup>th</sup> Annual Conference

November 8, 2007

## Cautionary Statement Regarding Forward-Looking Information and Adjusted Information

This presentation contains forward-looking statements regarding our outlook or expectations relating to PNC's future business, operations, financial condition, financial performance and asset quality. Forward-looking statements are necessarily subject to numerous assumptions, risks and uncertainties, which change over time.

The forward-looking statements in this presentation are qualified by the factors affecting forward-looking statements identified in the more detailed Cautionary Statement included in the Appendix, which is included in the version of the presentation materials posted on our corporate website at www.pnc.com/investorevents. We provide greater detail regarding these factors in our 2006 Form 10-K, including in the Risk Factors and Risk Management sections, and in our current quarter 2007 Form 10-Q and other SEC reports (accessible on the SEC's website at www.sec.gov and on or through our corporate website).

Future events or circumstances may change our outlook or expectations and may also affect the nature of the assumptions, risks and uncertainties to which our forward-looking statements are subject. The forward-looking statements in this presentation speak only as of the date of this presentation. We do not assume any duty and do not undertake to update those statements.

In this presentation, we will sometimes refer to adjusted results to help illustrate the impact of the deconsolidation of BlackRock near the end of third quarter 2006 and the impact of certain types of items. Adjusted results reflect, as applicable, the following types of adjustments: (1) 2006 periods reflect the impact of the deconsolidation of BlackRock by adjusting as if we had recorded our BlackRock investment on the equity method prior to its deconsolidation; (2) adjusting the 2006 periods to exclude the impact of the third quarter 2006 gain on the BlackRock/MLIM transaction and losses on the repositioning of PNC's securities and mortgage loan portfolios; (3) adjusting fourth quarter 2006 and the 2007 periods to exclude the net mark-to-market adjustments on PNC's remaining BlackRock LTIP shares obligation and, as applicable, the gain PNC recognized in first quarter 2007 in connection with the company's transfer of BlackRock shares to satisfy a portion of its BlackRock LTIP shares obligation; (4) adjusting all 2007 and 2006 periods to exclude, as applicable, integration costs related to acquisitions and to the BlackRock/MLIM transaction; and (5) adjusting, as appropriate, for the tax impact of these adjustments. We have provided these adjusted amounts and reconciliations so that investors, analysts, regulators and others will be better able to evaluate the impact of these items on our results for the periods presented, in addition to providing a basis of comparability for the impact of the BlackRock deconsolidation given the magnitude of the impact of deconsolidation on various components of our income statement and balance sheet. We believe that information as adjusted for the impact of the specified items may be useful due to the extent to which these items are not indicative of our ongoing operations as the result of our management activities on those operations. While we have not provided other adjustments for the periods discussed, this is not intended to imply that there could not have been other simi

This presentation may also include a discussion of other non-GAAP financial measures, which, to the extent not so qualified therein or in the Appendix, is qualified by GAAP reconciliation information available on our corporate website at www.pnc.com under "About PNC – Investor Relations."



## Key Take-aways

- State of the markets
- ▶ PNC is well-positioned for this environment
- Leveraging our position to capture opportunities



### Media Outlets Paint a Gloomy Picture

"Another Subprime Lender Files for Bankruptcy" February 2007, MoneyNews

"Cash Sources Dry Up for Subprime Mortgage Lenders" March 2007, USAToday

"Those Who Profited from Subprimes Now Suffer Too" August 2007, MotherJones

"Bond Funds Could Get Hit by Mortgage Mess" September 2007, MSNBC.com

"The Real Credit Crunch Has Only Just Begun" September 2007, Money Week

"Backlog of Leveraged Loans Still Unnerves Credit Markets" October 2007, Wall Street Journal

"PIK-Toggle Notes...Risky Debt Issuances Stage Revival" October 2007, Wall Street Journal

Estimated credit and liquidity related charges in 3Q07

\$35 Billion

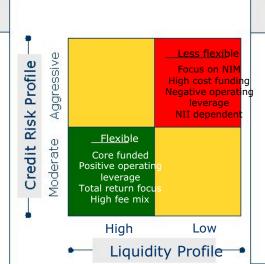


### Assessing One's Current Position

#### Strategy and Business Mix Dictate Ability to Respond

#### **Credit Factors**

- Subprime/Alt-A
- Commercial real estate
- Leveraged lending
- Warehouse/ syndications
- Structures
- SIVs



**Liquidity Factors** 

- Loans to deposits
- Contingent funding exposure
- Securities book profile
- Capital generation ability
- Access to the discount window

>\$5B

Estimated 3Q07 Related Costs for the Industry

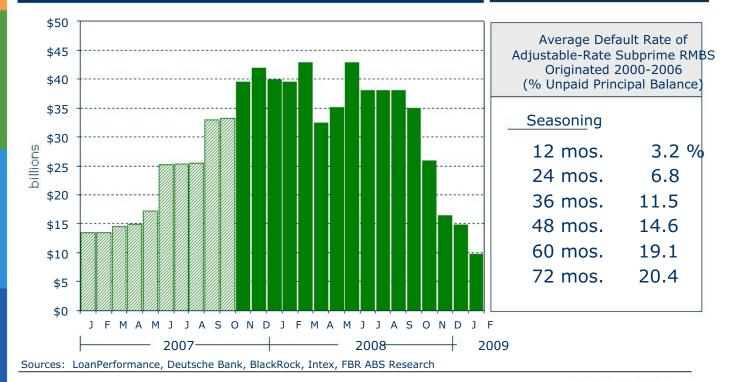
>\$30B



# Subprime Mortgage Resets – Still Early in the Cycle

Estimated Subprime Loans with Higher Rate Resets...

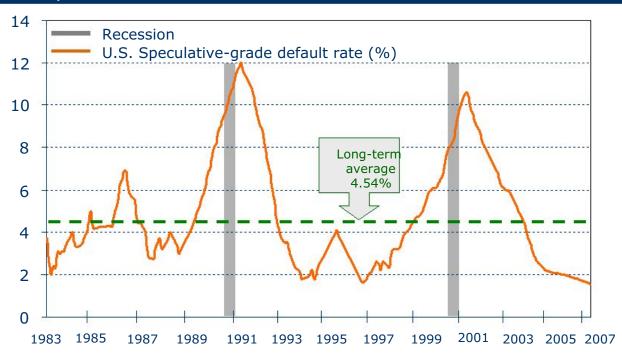
and a Sense of Forebodin





### Default Rates are Still at a Low Point

### U.S. Speculative-Grade Bond Default Rate

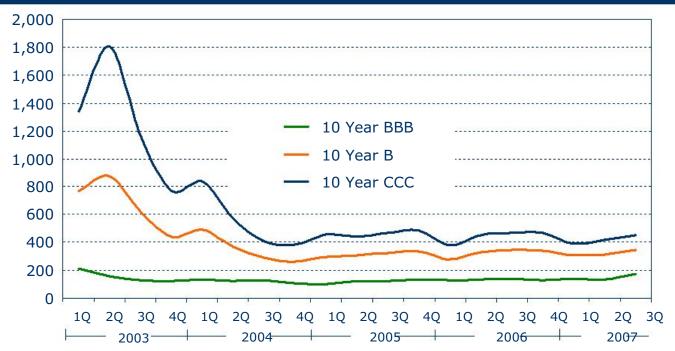


Source: Standard & Poor's Global Fixed Income Research



## Pricing – No Bargains Yet

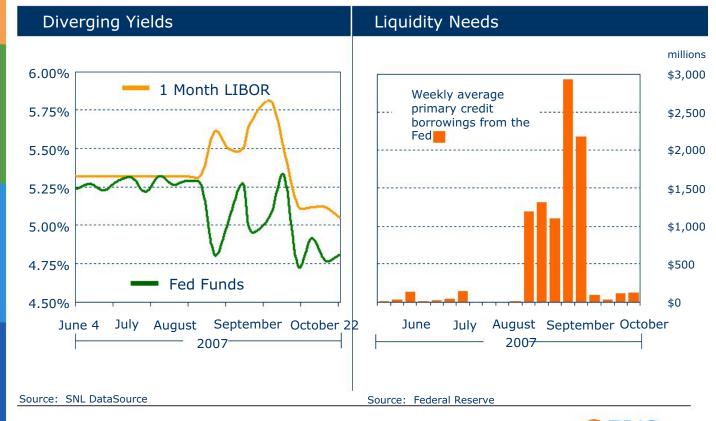
#### Spread Between Corporate Debt and 10-Year Treasury, bps



Source: RiskMetrics Group



## Ongoing Liquidity Pressures





## Key Take-aways



- State of the markets
- PNC is well-positioned for this environment
- Leveraging our position to capture opportunities



## Moderate Risk Profile Reflected in Absolute Yields



#### Focus on Total Risk-adjusted Returns

#### Focus on Risk-adjusted Lending

#### Yield on Interest Earning Assets

	3Q07
WFC	7.92 %
NCC	7.33
BBT	7.11
RF	6.95
KEY	6.92
CMA	6.91
USB	6.90
WB	6.88
FITB	6.74
STI	6.62
PNC	6.37

#### Yield on Total Loans

	3Q07
WFC	8.35 %
BBT	7.70
NCC	7.50
RF	7.39
WB	7.38
USB	7.33
KEY	7.28
CMA	7.13
FITB	6.99
PNC	6.89
STI	6.79

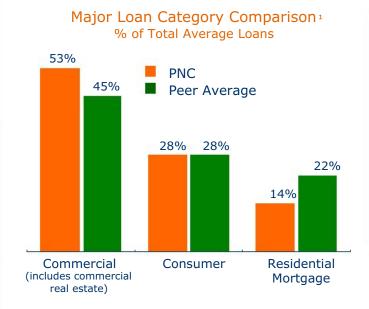
For the three months ended September 30, 2007. Source: SNL DataSource, PNC as reported



## Maintaining a Moderate Credit Risk Profile – A Closer Look

PNC

### Composition of Loans for Third Quarter 2007



Average Yields						
	PNC	Peer Average				
Securities <sup>2</sup>	5.42%	5.42%				
Loans::						
Commercial (includes commercial real estate)	7.42%	7.40%				
Consumer	6.66%	8.01%				
Residential Mortgage	6.07%	7.00%				

Source: Company reports, peer average reflects average of super-regional banks as defined in Appendix excluding PNC, except as noted below.

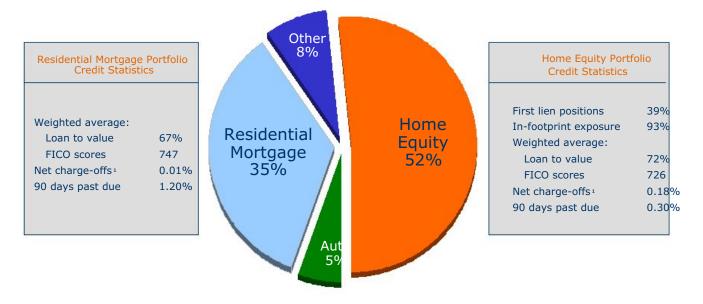
(1) RF and FITB excluded due to unavailability of information. (2) KEY and FITB excluded due to unavailability of information.



## High Quality Consumer Loan Portfolio

### Composition of Consumer Loan and Residential Mortgage Portfolio

As of September 30, 2007



(1) For the three months ended September 30, 2007.



# Credit Discipline Reflected in Reserves and Losses



Proactive	y Assessing	Credits

#### Managing the Risk

Reserves to Nonperforming Assets

	<b>3Q07</b>
_USB	318 %
PNC	251
RF	182
CMA	176
BBT	171
KEY	168
WFC	142
WB	117
FITB	117
NCC	113
STI	93

Net Charge-offs to Average Loans

3Q07
0.19 %
0.27
0.30
0.32
0.35
0.35
0.41
0.54
0.54
0.60
1.02

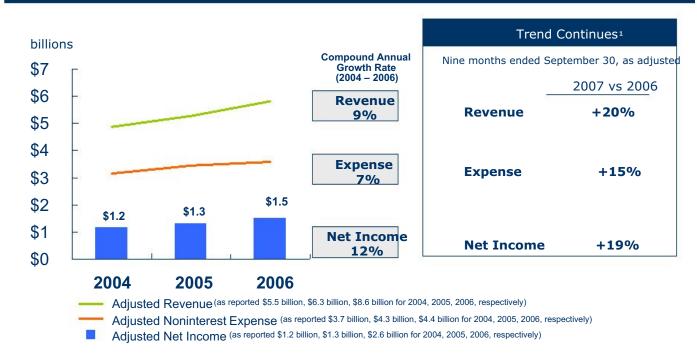
For the three months ended September 30, 2007. Source: SNL DataSource, PNC as reported



## Creating Positive Operating Leverage



### Generating Capital by Growing Revenues Faster Than Expenses



(1) As reported: revenue (28%), expense (11%), net income (42%). Adjusted amounts are reconciled to GAAP in the Appendix.



## Building a Diversified Business Mix

### High Fee Income Contribution

#### Low Cost Funding Mix

Noninterest Income to Total Revenue<sup>1</sup>

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Y		ועו	w	
	-	_	_	-

PNC	58 %	
USB	52 🖳	50% without
FITB	48	PFPC and BlackRock <sup>3</sup>
WFC	46	Didettitoeit
WB	42	
STI	42	
BBT	42	
KEY	41	
RF	39	
NCC	37	
CMA	30	

Cost of Interest Bearing Liabilities 2

-	_	Įυ	

RF	3.90 %
PNC	3.99
USB	4.01
FITB	4.04
STI	4.08
WFC	4.14
BBT	4.20
CMA	4.29
WB	4.34
KEY	4.40
NCC	4.46

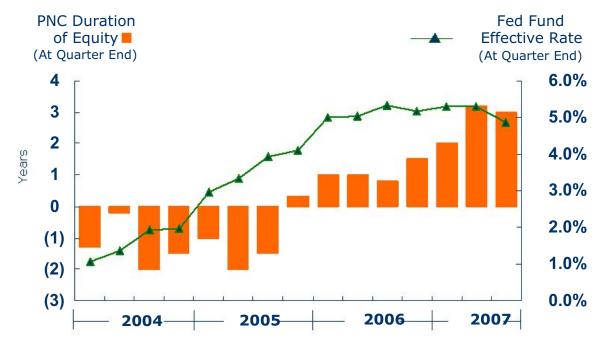
(1) For the nine months ended September 30, 2007. (2) For the three months ended September 30, 2007. (3) Reconciled to GAAP in the Appendix. Source: SNL DataSource, PNC as reported



# Proactively Managing the Balance Sheet



### Aligning the Balance Sheet with Expectations



Source: SNL DataSource, PNC as reported



## Key Take-aways

- State of the markets
- ▶ PNC is well-positioned for this environment
- Leveraging our position to capture opportunities



## Opportunities to Capture Value

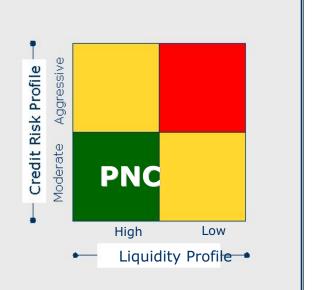
- Remaining focused on client-related business
- Affinity toward asset-based lending
- ▶ Leveraging Midland Loan Services
- Exercising patience and finding pockets of value



## Summary

We've executed on our strategies

We're well-positioned for the current environment





## Cautionary Statement Regarding Forward-Looking Information



We make statements in this presentation, and we may from time to time make other statements, regarding our outlook or expectations for earnings, revenues, expenses and/or other matters regarding or affecting PNC that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act. Forward-looking statements are typically identified by words such as "believe," "expect," "anticipate," "intend," "outlook," "estimate," "forecast," "will", "project" and other similar words and expressions.

Forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Forward-looking statements speak only as of the date they are made. We do not assume any duty and do not undertake to update our forward-looking statements. Because forward-looking statements are subject to assumptions and uncertainties, actual results or future events could differ, possibly materially, from those that we anticipated in our forward-looking statements, and future results could differ materially from our historical performance.

Our forward-looking statements are subject to the following principal risks and uncertainties. We provide greater detail regarding some of these factors in our Form 10-K for the year ended December 31, 2006, including in the Risk Factors and Risk Management sections of that report, and in our current quarter 2007 Form 10-Q and other SEC reports. Our forward-looking statements may also be subject to other risks and uncertainties, including those that we may discuss elsewhere in this presentation or in our filings with the SEC, accessible on the SEC's website at www.sec.gov and on or through our corporate website at www.pnc.com under "About PNC – Investor Relations – Financial Information."

- $\bullet$ Our businesses and financial results are affected by business and economic conditions, both generally and specifically in the principal markets in which we operate. In particular, our businesses and financial results may be impacted by -
  - •Changes in interest rates and valuations in the debt, equity and other financial markets.
  - •Disruptions in the liquidity and other functioning of financial markets, including such disruptions in the markets for real estate and other assets commonly securing financial products.
  - •Actions by the Federal Reserve and other government agencies, including those that impact money supply and market interest rates.
  - •Changes in our customers', suppliers' and other counterparties' performance in general and their creditworthiness in particular.
  - •Changes in customer preferences and behavior, whether as a result of changing business and economic conditions or other factors.
- •A continuation of recent turbulence in significant portions of the global financial markets could impact our performance, both directly by affecting our revenues and the value of our assets and liabilities and indirectly by affecting the economy generally.
- •Our operating results are affected by our liability to provide shares of BlackRock common stock to help fund certain BlackRock long-term incentive plan ("LTIP") programs, as our LTIP liability is adjusted quarterly ("marked-to-market") based on changes in BlackRock's common stock price and the number of remaining committed shares, and we recognize gain or loss on such shares at such times as shares are transferred for payouts under the LTIP programs.
- •Competition can have an impact on customer acquisition, growth and retention, as well as on our credit spreads and product pricing, which can affect market share, deposits and revenues.



## Cautionary Statement Regarding Forward-Looking Information (continued)

ntinued)



- •Our ability to implement our business initiatives and strategies could affect our financial performance over the next several years.
- •Legal and regulatory developments could have an impact on our ability to operate our businesses or our financial condition or results of operations or our competitive position or reputation. Reputational impacts, in turn, could affect matters such as business generation and retention, our ability to attract and retain management, liquidity, and funding. These legal and regulatory developments could include: (a) the unfavorable resolution of legal proceedings or regulatory and other governmental inquiries; (b) increased litigation risk from recent regulatory and other governmental developments; (c) the results of the regulatory examination process, our failure to satisfy the requirements of agreements with governmental agencies, and regulators' future use of supervisory and enforcement tools; (d) legislative and regulatory reforms, including changes to laws and regulations involving tax, pension, education lending, and the protection of confidential customer information; and (e) changes in accounting policies and principles.
- •Our business and operating results are affected by our ability to identify and effectively manage risks inherent in our businesses, including, where appropriate, through the effective use of third-party insurance, derivatives, and capital management techniques.
- •Our ability to anticipate and respond to technological changes can have an impact on our ability to respond to customer needs and to meet competitive demands.
- •The adequacy of our intellectual property protection, and the extent of any costs associated with obtaining rights in intellectual property claimed by others, can impact our business and operating results.
- •Our business and operating results can also be affected by widespread natural disasters, terrorist activities or international hostilities, either as a result of the impact on the economy and capital and other financial markets generally or on us or on our customers, suppliers or other counterparties specifically.
- •Also, risks and uncertainties that could affect the results anticipated in forward-looking statements or from historical performance relating to our equity interest in BlackRock, Inc. are discussed in more detail in BlackRock's 2006 Form 10-K, including in the Risk Factors section, and in BlackRock's other filings with the SEC, accessible on the SEC's website and on or through BlackRock's website at www.blackrock.com.

We grow our business from time to time by acquiring other financial services companies, including our pending Sterling Financial Corporation ("Sterling") acquisition. Acquisitions in general present us with risks other than those presented by the nature of the business acquired. In particular, acquisitions may be substantially more expensive to complete (including as a result of costs incurred in connection with the integration of the acquired company) and the anticipated benefits (including anticipated cost savings and strategic gains) may be significantly harder or take longer to achieve than expected. In some cases, acquisitions involve our entry into new businesses or new geographic or other markets, and these situations also present risks resulting from our inexperience in these new areas. As a regulated financial institution, our pursuit of attractive acquisition opportunities could be negatively impacted due to regulatory delays or other regulatory issues. Regulatory and/or legal issues related to the pre-acquisition operations of an acquired business may cause reputational harm to PNC following the acquisition and integration of the acquired business into ours and may result in additional future costs arising as a result of those issues.

Any annualized, proforma, estimated, third party or consensus numbers in this presentation are used for illustrative or comparative purposes only and may not reflect actual results. Any consensus earnings estimates are calculated based on the earnings projections made by analysts who cover that company. The analysts' opinions, estimates or forecasts (and therefore the consensus earnings estimates) are theirs alone, are not those of PNC or its management, and may not reflect PNC's, Sterling's or other company's actual or anticipated results.



## Additional Information About The PNC/Sterling Financial Corporation Transaction

The PNC Financial Services Group, Inc. and Sterling Financial Corporation will be filing a proxy statement/prospectus and other relevant documents concerning the merger with the United States Securities and Exchange Commission (the "SEC"). WE URGE INVESTORS TO READ THE PROXY STATEMENT/PROSPECTUS AND ANY OTHER DOCUMENTS TO BE FILED WITH THE SEC IN CONNECTION WITH THE MERGER OR INCORPORATED BY REFERENCE IN THE PROXY STATEMENT/PROSPECTUS BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION.

Investors will be able to obtain these documents free of charge at the SEC's web site at http://www.sec.gov. In addition, documents filed with the SEC by The PNC Financial Services Group, Inc. will be available free of charge from Shareholder Relations at (800) 843-2206. Documents filed with the SEC by Sterling Financial Corporation will be available free of charge from Sterling Financial Corporation by contacting Shareholder Relations at (877) 248-6420.

The directors, executive officers, and certain other members of management and employees of Sterling Financial Corporation are participants in the solicitation of proxies in favor of the merger from the shareholders of Sterling Financial Corporation. Information about the directors and executive officers of Sterling Financial Corporation is included in the proxy statement for its May 8, 2007 annual meeting of shareholders, which was filed with the SEC on April 2, 2007. Additional information regarding the interests of such participants will be included in the proxy statement/prospectus and the other relevant documents filed with the SEC when they become available.





#### Income Statement Summary - For the Nine Months Ended September 30

NINE MONTHS ENDED	SeSe	ptember 30, 20	07	Ser	otember 30, 2006	10		
In millions	As Reported	Adjustments	As Adjusted (a)	As Reported	Adjustments A	s Adjusted (b)		
Net interest income	\$2,122		\$2,122	\$1,679	(\$10)	\$1,669		
Net interest income:			0.0				% Change As Reported	% Change As Adjusted
Loans	806		806	682	(10)	672	18%	20%
Deposits	1,316		1,316	997		997	32%	32%
Noninterest Income	2,956	\$4	<u>2,9</u> 60	5.358	(2,777)	2,581	(45%)	15%
Total revenue	5,078	4	<u>5,0</u> 82	7,037	(2,787)	4,250	(28%)	20%
Loan net interest income as a % of total revenue	15.9%		15.9%	9.7%		15.8%		
Deposit net interest income as a % of total revenue	25.9%		25.9%	14.2%		23.5%		
Noninterest income as a % of total revenue	58.2%		58.2%	76.1%		60.7%		
Provision for credit losses	127		127	82		82		
Noninterest income	2,956	4	2,960	5,358	(2,777)	2,581		
Noninterest expense	3,083	(67)	3,016	3,474	(856)	2,618	(11%)	15%
Income before minority interest								
and income taxes	1,868	71	1,939	3,481	(1,931)	1,550		
Minority interest in income								
of BlackRock				47	(47)			
Income taxes	579	23	602	1,215	(788)	427		
Net income	\$1,289	\$48	\$1,337	\$2,219	(\$1,096)	\$1,123	(42%)	19%

(a) Amounts adjusted to exclude the impact of the following pretax items: (1) the gain of \$83 million recognized in connection with PNC's transfer of BlackRock shares to satisfy a portion of our BlackRock LTIP shares obligation, (2) the net mark-to-market adjustment totaling \$82 million on our remaining BlackRock LTIP shares obligation, and (3) acquisition and BlackRock/MLIM transaction integration costs totaling \$72 million. The net tax impact of these items is reflected in the adjustment to income taxes.

(b) Amounts adjusted to exclude the impact of the following pretax items: (1) the gain of \$2.078 billion on the BlackRock/MLIM transaction, (2) the loss of \$196 million on the securities portfolio rebalancing, (3) BlackRock/MLIM transaction integration costs of \$91 million for the first nine months of 2006, and (4) the mortgage loan portfolio repositioning loss of \$48 million. The net tax impact of these items is reflected in the adjustment to income taxes. We believe that information as adjusted for the impact of these items may be useful due to the extent to which these items are not indicative of our ongoing operations as the result of our management activities. Additionally, the amounts are also adjusted as if we had recorded our investment in BlackRock on the equity method. We believe that providing amounts adjusted as if we had recorded our investment in BlackRock on the equity method for all periods presented helps provide a basis of comparability for the impact of the BlackRock deconsolidation given the magnitude of the impact on various components of our consolidated income statement.

	2006 to 2007 Change			
OPERATING LEVERAGE - NINE MONTHS ENDED	As Reported	As Adjusted		
Total revenue	(28%)	20%		
Noninterest expense	(11%)	15%		
Operating leverage	(17%)	5%		





#### Income Statement Summary - 2004 to 2006

			BlackRock		
For the year ended December 31, 2006	PNC		Deconsolidation and	BlackRock	PNC
In millions	As Reported	Adjustments (a)	Other Adjustments	Equity Method	As Adjusted
Net interest income	\$2,245		\$(10)		\$2,235
Provision for credit losses	124				124
Noninterest income	6,327	\$(1,812)	(1,087)	\$144	3,572
Noninterest expense	4,443	(91)	(765)		<u>3,</u> 587
Income before minority interest and income taxes	4,005	(1,721)	(332)	144	2,096
Minority interest in income of BlackRock	47	18	(65)		
Income taxes	1,363	(658)	(130)	7	582
Net income	\$2,595	\$(1,081)	\$(137)	\$137	\$1,514

(a) Includes the impact of the following items, all on a pretax basis, and adjustment for the tax impact thereof: \$2,078 million gain on BlackRock/MLIM transaction, \$196 million securities portfolio rebalancing loss, \$101 million of BlackRock/MLIM transaction integration costs, \$48 million mortgage loan portfolio repositioning loss, and \$12 million net loss related to our BlackRock LTIP shares obligation.

For the year ended December 31, 2005		BlackRock		
	PNC	Deconsolidation and	BlackRock	PNC
In millions	As Reported	Other Adjustments	Equity Method	As Adjusted
Net interest income	\$2,154	\$(12)		\$2,142
Provision for credit losses	21			21
Noninterest income	4,173	(1,214)	\$163	3,122
Noninterest expense	4,306	(853)		3,453
Income before minority interest and income taxes	2,000	(373)	163	1,790
Minority interest in income of BlackRock	71	(71)		
Income taxes	604	(150)	11	465
Net income	\$1,325	\$(152)	\$152	\$1,325





### Income Statement Summary - 2004 to 2006 (continued)

For the year ended December 31, 2004		BlackRock		
	PNC	Deconsolidation and	BlackRock	PNC
In millions	As Reported	Other Adjustments	Equity Method	As Adjusted
Net interest income	\$1,969	\$(14)		\$1,955
Provision for credit losses	52			52
Noninterest income	3,572	(745)	\$101	2,928
Noninterest expense	3,712	(564)		<u>3,</u> 148
Income before minority interest and income taxes	1,777	(195)	101	1,683
Minority interest in income of BlackRock	42	(42)		
Income taxes	538	(59)	7	486
Net income	\$1,197	\$(94)	\$94	\$1,197
In millions	2004	2005	2006	CAGR
				CAGR
Adjusted net interest income	\$1,955	\$2,142	\$2,235	
Adjusted noninterest income	2,928	3,122	3,572	
Adjusted total revenue	4,883	5,264	5,807	9%
Adjusted noninterest expense	3,148	3,453	3,587	7%
Adjusted net income	\$1,197	\$1,325	\$1,514	12%
In millions	2004	2005	2006	CAGR
Net interest income, as reported	\$1,969	\$2,154	\$2,245	
Noninterest income, as reported	3,572	4,173	6,327	
Total revenue, as reported	5,541	6,327	8,572	24%
Noninterest expense, as reported	3,712	4,306	4,443	9%
Net income, as reported	\$1,197	\$1,325	\$2,595	47%





### Noninterest Income/Total Revenue

% <u>-</u>	Nine Months Ending September 30, 2007						
Dollars in millions	Retail Banking	Corporate & Institutional Banking	Other	Banking and Other	BlackRock	PFPC	Total
Net interest income (expense)	\$1,517	\$571	\$48	\$2,136		(\$14)	\$2,122
Noninterest income	1,280	558	260	2,098	\$227	631	2,956
Total Revenue	\$2,797	\$1,129	\$308	\$4,234	\$227	\$617	\$5,078
Noninterest income as a % of total revenue	46%	49%	84%	50%	100%	102%	58%



## Peer Group of Super-Regional Banks



195	licker
The PNC Financial Services Group, Inc.	PNC
BB&T Corporation	BBT
Comerica	CMA
Fifth Third Bancorp	FITB
KeyCorp	KEY
National City Corporation	NCC
Regions Financial	RF
SunTrust Banks, Inc.	STI
U.S. Bancorp	USB
Wachovia Corporation	WB
Wells Fargo & Company	WFC

