

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | |
|---|---|---|---|
| 1. Name and Address of Reporting Person * Parsley E William III (Last) (First) (Middle) 249 FIFTH AVENUE (Street) PITTSBURGH, PA 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) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Executive Vice President | 5. If Amendment, Date Original Filed (Month/Day/Year) |
| | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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 | |
| \$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)

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.

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 Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|-----------------|---|----------------------------|--|---|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Employee Stock Option (Right-to-Buy) | 07/21/2009 | 07/21/2018 | \$5 Par Common Stock | 25,000 | \$ 63.69 | D | |
| Employee Stock Option (Right-to-Buy) | 01/25/2006 | 01/25/2015 | \$5 Par Common Stock | 75,000 | \$ 53.5 | D | |
| Employee Stock Option (Right-to-Buy) | 01/06/2005 | 01/06/2014 | \$5 Par Common Stock | 75,000 | \$ 54.04 | D | |
| Employee Stock Option (Right-to-Buy) | 12/18/2004 | 12/18/2013 | \$5 Par Common Stock | 25,000 | \$ 53.405 | D | |
| Phantom Stock Unit | (1) | (1) | \$5 Par Common Stock | 862 | \$(1) | I | Supplemental Incentive Savings Plan |
| Share Units | (2) | (2) | \$5 Par Common Stock | 58,865 | \$(2) | D | |
| Restricted Share Units | (3) | (3) | \$5 Par Common Stock | 78,302 | \$(3) | D | |
| Restricted Share Units | (4) | (4) | \$5 Par Common Stock | 5,579 | \$(4) | D | |
| Restricted Share Units | (5) | (5) | \$5 Par Common Stock | 1,049 | \$(5) | D | |

Reporting Owners

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

Signatures

| | | |
|--|--|---------------------|
| Lori A. Hasselman, Attorney-in-Fact for E. William Parsley, III. | | 08/30/2010 |
| <small>Signature of Reporting Person</small> | | <small>Date</small> |

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

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.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Karen M. Barrett, Lori A. Hasselman, George P. Long, III, Christi Davis and Edward P. Rosenthal, signing singly, the undersigned's true and lawful attorneys-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as a Section 16 officer and/or director of The PNC Financial Services Group, Inc. (the "Corporation"), Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4 or 5 and file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required of, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve or deem necessary or appropriate, in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Corporation assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Corporation, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 25th day of August 2010.

/s/ E. William Parsley, III