FORM 4

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

OMB APPROVAL
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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 or Section 30(h) of the Investment Company Act of 1940

1 37															
1. Name and Address of Reporting Person* GULLEY JOAN L				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 X Officer (give title below) EVP & Chief HR Officer					
	(Last) (First) (Middle) ONE PNC PLAZA, 249 FIFTH AVENUE				3. Date of Earliest Transaction (Month/Day/Year) 05/15/2013							EVP	& Chief HK	Officer	
(Street)				4. If Amend	4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting PersonForm filed by More than One Reporting Person				
PITTSBURGH, PA 15222-2707 (City) (State) (Zip)				Tabla I - Non-Darivativa Sacuritias Acqu					s Acqui	lired, Disposed of, or Beneficially Owned					
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year	any	Deemed ecution Date, if		3. Transaction Code (Instr. 8)				5. Amour Beneficia Reported	nt of Securities ally Owned Following d Transaction(s)		6. Ownership Form:	Beneficial	
				(Month/Day/	Year)	Co	de	V Amou	(A) or (D)	Price	(Instr. 3 a	and 4)			Ownership (Instr. 4)
\$5 Par Common Stock		05/15/2013				1)	1,500))	\$ 70.15	25,696			D		
Reminder:	Report on a s	separate line fo	or each class of secu	urities beneficia	ally ov	vned d	F	Persons w	ho respo			ction of inf	ormation		1474 (9-02)
Reminder:	Report on a s	separate line fo		Derivative Se	curit	ies Acc	F c t	Persons wo contained he form d	ho respo in this fo isplays a of, or Be	rm are curren	not requality valid	uired to res OMB cont		ss	1474 (9-02)
1. Title of		3. Transactio	Table II - n 3A. Deemec Execution D Year) any	Derivative Se	ecurit lls, wa etion	ies Aco	quireces, optive ties red sed 3,	Persons wo contained he form d	ho responding this foliation of, or Benter tible securitisable ion Date	rm are curren neficial rrities) 7. Ti Amo Undo Secu	not requality valid	OMB conf	spond unle	of 10. Ownersl Form of Security Direct (l or Indire	11. Nat of Indit Benefit Owners: (Instr. 4

Reporting Owners

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
GULLEY JOAN L ONE PNC PLAZA 249 FIFTH AVENUE PITTSBURGH, PA 15222-2707			EVP & Chief HR Officer				

Signatures

Christi Davis, Attorney-in-Fact for Joan L. Gulley	05/17/2013
**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) Sale of shares effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on April 20, 2012.

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.

Know all by these presents, that the undersigned hereby constitutes and appoints each of Karen M. Barrett, Frederick Bradley Christof, 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 9th day of April 2012.

/s/Joan L. Gulley