

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* Rockey Joseph E (Last) (First) (Middle) 249 FIFTH AVENUE, MAILSTOP: P1-POPP-30-1 (Street) PITTSBURGH, PA 15222-2707 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 01/31/2015	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) <input type="checkbox"/> 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	12,196 (1)	D	
\$5 Par Common Stock	4,122 (2)	D	

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)	01/23/2007	01/23/2016	\$5 Par Common Stock	16,000	\$ 70.055	D	
Employee Stock Option (Right-to-Buy)	01/25/2008	01/25/2017	\$5 Par Common Stock	14,000	\$ 72.65	D	
Employee Stock Option (Right-to-Buy)	04/20/2008	04/20/2017	\$5 Par Common Stock	2,400	\$ 75.85	D	
Employee Stock Option (Right-to-Buy)	01/22/2009	01/22/2018	\$5 Par Common Stock	16,000	\$ 57.21	D	
Employee Stock Option (Right-to-Buy)	01/25/2011	01/25/2020	\$5 Par Common Stock	17,000	\$ 54.01	D	
Employee Stock Option (Right-to-Buy)	02/09/2012	02/09/2021	\$5 Par Common Stock	18,000	\$ 64.21	D	
Employee Stock Option (Right-to-Buy)	02/07/2013	02/07/2022	\$5 Par Common Stock	18,000	\$ 60.7	D	

Reporting Owners

Reporting Owner Name / Address	Relationships

	Director	10% Owner	Officer	Other
Rockey Joseph E 249 FIFTH AVENUE MAILSTOP: P1-POPP-30-1 PITTSBURGH, PA 15222-2707			Executive Vice President	

Signatures

Christi Davis, Attorney-in-Fact for Joseph E. Rockey		02/09/2015
<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) Includes 6,627 shares of restricted stock that were previously granted and will vest on two different dates. 2,209 Restricted Stock Shares will vest on July 22, 2015 and 4,418 Restricted Stock Shares will vest on July 22, 2016.
Represents restricted share units payable solely in stock. Vesting of Restricted Share Units will take place on seven different dates. 571 shares will vest on March 7, 2015,
- (2) 612 shares will vest on March 8, 2015, 571 shares will vest on March 7, 2016, 613 shares will vest on March 8, 2016, 571 shares will vest on March 7, 2017, 613 shares will vest on March 8, 2017 and 571 shares will vest on March 7, 2018.

Remarks:

See attached footnotes page.

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

For Executing SEC Forms 3, 4 and 5

Know all by these presents, that the undersigned hereby constitutes and appoints each of J. Douglas MacKinnon, Michelle T. Calderone, Christi Davis, Edward S. Rosenthal and Rachel L. Smydo 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 forms 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 2nd day of February, 2015.

/s/ Joseph E. Rockey