

Hall Neil F  
 Form 3  
 March 22, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                         |  |
| Â Hall Neil F                             |         | (Month/Day/Year)                     | PNC FINANCIAL SERVICES GROUP, INC. [PNC]                                   |  |
| (Last)                                    | (First) | (Middle)                             | 03/13/2012   |  |
| ONE PNC PLAZA,Â 249 FIFTH AVE             |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)   |  |
| PITTSBURGH,Â PAÂ 15222                    |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|   |         |                                      | Executive Vice President   |  |

**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            | 47,336  | D  | Â   |
| \$5 Par Common Stock            | 6,656 <sup>(1)</sup>                                  | 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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**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 | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

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|   | Date Exercisable          | Expiration Date | Title                | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) |   |
|---|---------------------------|-----------------|----------------------|----------------------------|---------------------|---|---|
| Employee Stock Option (Right-to-Buy)        | 07/21/2009 <sup>(2)</sup> | 07/21/2018      | \$5 Par Common Stock | 33,000                     | \$ 63.69            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 01/22/2009 <sup>(2)</sup> | 01/22/2018      | \$5 Par Common Stock | 44,000                     | \$ 57.21            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 01/25/2008 <sup>(2)</sup> | 01/25/2017      | \$5 Par Common Stock | 38,500                     | \$ 72.65            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 01/23/2007 <sup>(2)</sup> | 01/23/2016      | \$5 Par Common Stock | 49,500                     | \$ 65.445           | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 01/06/2005 <sup>(2)</sup> | 01/06/2014      | \$5 Par Common Stock | 8,513                      | \$ 54.04            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 04/26/2011 <sup>(2)</sup> | 04/26/2020      | \$5 Par Common Stock | 25,000                     | \$ 66.77            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 02/12/2010 <sup>(2)</sup> | 02/12/2019      | \$5 Par Common Stock | 52,800                     | \$ 31.07            | D   | Â |
| Employee Stock Option (Right-to-Buy)        | 02/12/2012 <sup>(2)</sup> | 02/19/2012      | \$5 Par Common Stock | 50,000                     | \$ 31.07            | D   | Â |
| Employee Stock Option (Right-to-Buy) Reload | 08/24/2007 <sup>(2)</sup> | 01/03/2013      | \$5 Par Common Stock | 8,557                      | \$ 70.67            | D   | Â |
| Employee Stock Option (Right-to-Buy) Reload | 12/07/2006 <sup>(2)</sup> | 01/03/2013      | \$5 Par Common Stock | 7,197                      | \$ 63.545           | D   | Â |
| Employee Stock Option (Right-to-Buy) Reload | 05/25/2006 <sup>(2)</sup> | 01/03/2013      | \$5 Par Common Stock | 6,242                      | \$ 54.905           | D   | Â |
| Employee Stock Option (Right-to-Buy) Reload | 11/23/2005 <sup>(2)</sup> | 01/03/2013      | \$5 Par Common Stock | 5,490                      | \$ 54.2             | D   | Â |
| Employee Stock Option (Right-to-Buy) Reload | 05/17/2005 <sup>(2)</sup> | 01/03/2013      | \$5 Par Common Stock | 4,217                      | \$ 53.43            | D   | Â |
|   | 05/06/2009 <sup>(2)</sup> | 01/06/2014      |                      | 22,511                     | \$ 70.63            | D   | Â |

|   |                           |                  |                      |       |                   |   |   |                                     |
|---|---------------------------|------------------|----------------------|-------|-------------------|---|---|-------------------------------------|
| Employee Stock Option (Right-to-Buy Reload) |                           |                  | \$5 Par Common Stock |       |                   |   |   |                                     |
| Employee Stock Option (Right-to-Buy Reload) | 09/10/2008 <sup>(2)</sup> | 01/03/2013       | Common Stock         | 3,243 | \$ 68.06          | D | Â |                                     |
| Employee Stock Option (Right-to-Buy Reload) | 09/10/2008 <sup>(2)</sup> | 01/06/2014       | Common Stock         | 6,606 | \$ 68.06          | D | Â |                                     |
| Employee Stock Option (Right-to-Buy Reload) | 08/24/2007 <sup>(2)</sup> | 10/21/2012       | Common Stock         | 3,271 | \$ 70.67          | D | Â |                                     |
| Phantom Stock Unit                          | Â <sup>(3)</sup>          | Â <sup>(3)</sup> | \$5 Par Common Stock | 6,696 | \$ <sup>(3)</sup> | I |   | Deferred Compensation Plan          |
| Phantom Stock Unit                          | Â <sup>(3)</sup>          | Â <sup>(3)</sup> | \$5 Par Common Stock | 3,118 | \$ <sup>(3)</sup> | I |   | Supplemental Incentive Savings Plan |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                            |       |
|---|---------------|-----------|----------------------------|-------|
|   | Director      | 10% Owner | Officer                    | Other |
| Hall Neil F<br>ONE PNC PLAZA<br>249 FIFTH AVE<br>PITTSBURGH, PA 15222 | Â             | Â         | Â Executive Vice President | Â     |

## Signatures

Frederick Bradley Christof Attorney-in-Fact for Neil F. Hall

03/22/2012

\_\_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).

- The amount of securities beneficially owned represents the number of shares of common stock indirectly held for the account of the reporting person under The PNC Financial Services Group, Inc. ("PNC") Incentive Savings Plan (the "ISP"). Shares of PNC common stock are not directly allocated to ISP participants, but instead are held in a unitized fund, approximately 98% of which consists of PNC common stock, and the remainder of which is invested in a money market fund. The percentage of assets in the unitized fund investment option that are deemed to be invested in PNC common stock may vary from time to time.
- Grant of stock options subject to the precondition of an appropriate agreement, signed by the parties. These options become exercisable on the first anniversary of the date of grant.
  - One phantom stock unit is the economic equivalent of one share of The PNC Financial Services Group, Inc. ("PNC") Common Stock. Phantom stock units will be settled in cash upon distribution to the reporting person and generally do not expire.

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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