

NATIONAL CITY EQUITY PARTNERS REBRANDS AS PNC ERIEVIEW CAPITAL

PITTSBURGH, September 19, 2011 – The PNC Financial Services Group, Inc. announced today that National City Equity Partners, a leading provider of junior capital to the middle market, has rebranded itself as PNC Erievew Capital. Founded in 1979 and led by a long-tenured management team, the Company’s rebranding will complete the alignment with PNC following the acquisition of National City Corporation. PNC Erievew Capital will maintain its offices in Cleveland, Ohio, in new office space at the PNC Center.

The name Erievew Capital was inspired by the firm’s proud history along the shores of Lake Erie and its central location within a section of Cleveland’s financial district known as the Erievew Corridor.

PNC Erievew Capital’s Managing Director and President, Ed Pentecost, noted, “The rebranding of our firm to PNC Erievew Capital represents a continuation of the strategy that we have successfully employed on behalf of National City for the past three decades.” In August, PNC re-affirmed its commitment to growing PNC Erievew Capital with a significant allocation of capital for investing in subordinated debt and minority equity in middle market transactions. Mr. Pentecost further reiterated his team’s excitement about its relationship with PNC by saying, “PNC is a strong and well-recognized financial services institution that has been extremely supportive of our model and investment team throughout this transition process. We are very excited to continue our relationship and appreciate their commitment to our team.”

Though its name has changed, the team is the same, and the firm will continue the same strategy it has employed for over a quarter of a century: investing a flexible combination of mezzanine and minority equity alongside middle market, private equity sponsors. PNC Erievew seeks to invest between \$5 million and \$35 million in each transaction to finance leveraged buyouts, recapitalizations, and growth opportunities in a wide range of industries.

PNC Erievew Capital is a member of The PNC Financial Services Group, Inc. one of the nation’s largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.