



November 2, 2006

Mr. Glen Erickson
Parents Television Council
707 Wilshire Boulevard, Suite 2075
Los Angeles, CA 09917

Dear Mr. Erickson:

I'm writing in response to the letter you sent to James Rohr, as I serve as the officer responsible for PNC's corporate marketing programs. I wanted you to know that we appreciated your letter and the serious concerns you raised.

Upon investigating the particular program you referenced, we verified that it was not a program PNC purchased specifically. Rather, we had purchased a broad rotation of prime programming on the FX cable system, and it lead to the inadvertent inclusion of this single commercial in the show *Nip/Tuck*.

We agree that the content of the show is highly objectionable. We don't wish to participate in any content of that kind. We are energetically reviewing our procedures to safeguard against any future inclusion in *Nip/Tuck* or other similarly offensive programming.

Thank you again for your letter and bringing this issue to our attention.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark N. Hendrix", written over a circular stamp or seal.

Mark N. Hendrix
Director of Corporate Marketing

cc: James Rohr

Member of The PNC Financial Services Group

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